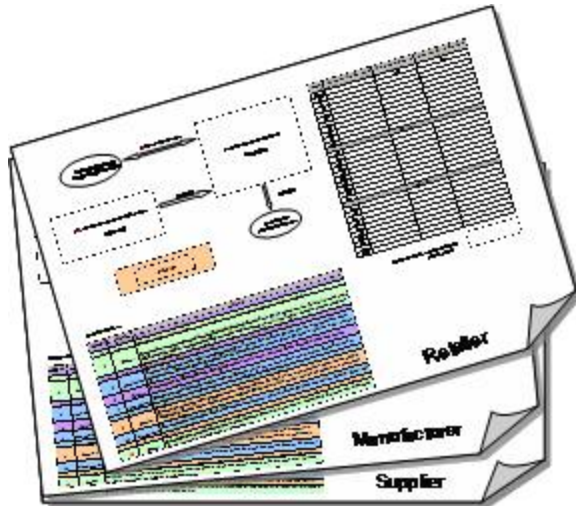


The "Supply Chain Game!"

An Interactive "Hands On" Simulation That Replicates A Real Supply Chain

Suitable For 6 to 30 Participants

Can Reflect 1 Step or 2 Step Distribution Structures



Participants are tasked to run a Supplier, Manufacturer and Retailer. They make decisions on purchases, production and inventory. Retailers are able to influence demand by running promotions. Demand is otherwise random within defined bands. As with a real Supply Chain there are costs to holding Inventory and penalties for failing to meet demand. Decisions made in the Supply Chain need to take into account the lead times that rule what can be physically achieved. While pricing for products are pre-set the goal is to make money and this is achieved by being both Lean (i.e. not having too much inventory) and Agile (i.e. delivering

what the customer wants when they want it). Additional distribution steps can be added to reflect the type of network the client is engaged in.

The learning process involves running a series of decision cycles under the provided scenarios. At the end of each cycle the performance of the Supply Chain is reviewed and the learning's from the group are brought out. Some changes or improvements are then made and the next cycle is run. At the end of the session participants should have a real understanding of the types of decisions that have to be made on a day to day basis in a supply chain. They will understand the cost of carrying inventory and the penalties involved with failure to supply. The simulation also teaches participants to think several steps ahead so that they can manage the lead times that cascade down the Supply Chain. Most importantly they will gain an appreciation for the value of information and collaboration in making supply chains work.



This simulation is ideal to sharpen the understanding of Supply Chain or Logistics staff as well as broadening the experience of other functional groups such as Sales, Operations or Finance. It provides an excellent team building opportunity by allowing people to "walk in others shoes" and understand what they contribute to satisfying the customer. It has been successfully used to set the scene for the introduction of collaborative processes such as Sales & Operations Planning. To gain the most benefit time should be

put in with the internal sponsor to allocate roles to individuals so, for example, a Sales person is planning production in the manufacturer or a Operations representative is planning promotions at the Retailer.

Ideally the simulation should be run over a half day so that pre-briefings can set the scene and sufficient time can be taken to draw out the learning's and experiences between decision cycles. This programme can also be part of a broader Lean & Agile Supply Chain workshop.

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