MGMT415

Unit 4 Assignment

**Distribution Strategy and Recommendation Analysis**

Your Name

American InterContinental University

Submission Date

**Introduction**

Delete highlighted information.

The introduction is the best opportunity to convince your audience that you have something worthwhile to say (one solid paragraph). An introduction can accomplish this by fulfilling six important responsibilities, as follows:

1. Get the audience's attention.
2. Introduce the topic.
3. Explain its relevance to the audience.
4. State a thesis or purpose.
5. Outline the main points.
6. Be half a page in length.

See the Assignment Details for more information on the elements to include in the introduction.

**Distribution Strategy and Recommendation Analysis**

Create a flowchart that shows the flow of a product through a supply chain.

*Slam!* is a company that sells tennis balls. Its clients are tennis clubs, school sports programs, and retail stores. Back in January, its management team completed their annual strategic planning. The team set an objective for the company to speed up the time to deliver ordered products to their customers from 4 days to 2 days using the *delivery time* KPI to measure the performance of the operation in meeting the faster delivery time objective. It is now June, and the current KPI report shows that the delivery time is still not meeting customer expectations of 2 days, with delivery taking 3 days. Customer orders have decreased by 10% due to their dissatisfaction with the slow deliveries. The supply chain manager knows that the company needs to implement a new strategy to increase its delivery time while also controlling costs. Review the table below, which highlights possible strategies that the company might implement along with the processes and tools required to implement each strategy. The company has asked you to recommend an effective strategy for achieving its order fulfillment objective in the next 6 months. Write a 3.5-page analysis that includes the following:

1. How each strategy that is implemented using the associated processes and tools might be implemented to resolve the problem.
2. Identify which of the strategies you would recommend to the supply chain manager to resolve the problem, including a description of how the strategy should be implemented using the supporting processes and tools.
3. Explain how the strategy resolves the problem. Be specific in how the strategy will help improve which aspects of the supply chain performance in achieving the objective.

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| **Strategies** | **Processes and Tools** |
| Prioritization of orders for fulfillment; integration of order management and warehouse management into one system | Prioritization matrix by customer contract type and service-level agreement; new order warehouse management system where the product type that is ordered triggers an automatic flag of inventory location for the warehouse team |
| Staging packaging materials for easier and quicker packaging of products | Staging various packaging materials, which are organized for easy combination depending on the type of product(s) ordered; warehouse equipment, storage, and employees for staging |
| Systemically aligning customer contract with shipping method | Updated order management system with a field for the contractually agreed-upon customer shipping method that is automatically pulled from the customer’s record in the CRM when an order is placed and is automatically communicated to the warehouse system; a transportation system to ensure the faster readiness of customer order for shipment; order management system, customer relationship management, warehouse management system, and transportation management system |
| Hybrid strategy that incorporates one or more of the strategies above | Processes and tools from selected strategies |

**Conclusion**

The *conclusion* is the last thing that the reader will remember about your essay.

1. The conclusion should be a summary of the highlights of your statement of purpose.
2. The conclusion should include the main points of the statement of purpose.
3. The conclusion should be as well-constructed and grammatically correct as everything.
4. The conclusion should be half a page in length.

**References**

Example

Ribas, I., Lusa, A., & Corominas, A. (2019). A framework for designing a supply chain distribution network. *International Journal of Production Research, 57*(7), 2104–2116. <https://doi.org/10.1080/00207543.2018.1530477>