MGMT465

Unit 2 Assignment

**Supply Chain Decision-Making 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 five 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.

**Supply Chain Decision-Making Analysis**

1. Slam! is a company that sells tennis balls. Its clients are tennis clubs, school sports programs, and retail stores. The company has recently made the decision to also create custom tennis rackets for individual clients. Up to this point, the company has managed the supply chain using a lean management strategy, which is now a problem, as this approach will not work well for the customized product. Now, it needs a hybrid strategy to address these two very different products and consumer groups. Create an infographic slide in PowerPoint showing the decisions that the company needs to make to transition to the appropriate strategy for managing the supply chain due to changes to its product line.
2. Slam! has been in operation for a year. The supply chain manager is finding that production levels and quality are negatively impacted by issues with suppliers, resulting in higher cost for the company and upset customers due to longer lead times and quality issues. The manager assessed the sourcing using a coordinated processes approach, thinking that aligning the company’s process with the processes used by key suppliers would address the issue, but it has not done so. Assess how using a different sourcing assessment approach outlined in Chapter 3 of the textbook would help the manager better understand and improve supplier performance, enhancing the value of the supplier relationship, reducing issues, and resulting in more consistent production levels and better quality materials. The analysis should include the criteria that the manager should consider when making the decision and how the decision to change the approach in managing suppliers will influence the performance of the company’s production process.

**Conclusion**

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

1. It should be a summary of the highlights of your statement of purpose.
2. It should include the main points of the statement of purpose.
3. It should be as well-constructed and grammatically correct as everything.

**References**

Example

Linton, I. (2019). *Role of marketing in supply chain management*. Bizfluent. <https://bizfluent.com/info-8013303-role-marketing-supply-chain-management.html>.