Effective Strategies for Improving Supply Chain Operations

Supply Chain Case Study

Chwen Sheu, Ph.D.
Paul Edgerley Chair
Associate Dean, College of Business

csheu@ksu.edu
SC CASE STUDY

- A real business turnaround through SC operations improvement

Presentations:
Key SCOR Activities

Case Study:
A Real Business Example

Learning Obj:
Holistic & Strategic Views
Sky Deutschland, a leading Pay TV provider in Germany

- 2010: Losing €1 million per day (No SC at the senior management level)
- 2014: European Supply Chain Excellence Award (SC played a major role)
Sky’s STB and SmartCard Hardware

Source: Company information
Sky’s 3-Pillars of Success for the Company Turnaround

Our strategy

Exclusive programs

Exciting innovations

Outstanding customer service

Source: Company information
Assignment

• Please develop three key initiatives, with rationales, to improve supply chain operations for the company.
CASE STUDY DISCUSSION

• Functional Group Analysis (30 min)
  – Case study handout
  – Products/services, Business strategy, Supply chain & logistics functions, Challenges/SCOR

• Functional Group Summaries (30 min)

• Functional Group Reflection (10 min)

• Large Group Discussion and Synthesis (30 min)
CASE STUDY: KEY LEARNINGS