### Overview

* Conduct a case study analysis on the different characteristics of the supply chain of a company you choose and, in 800–1000 words, respond to a series of questions regarding the company's supply chain strategy.

All operational activities begin with an estimate of what customer demands will be. Production schedules, modes of transportation, warehouse space, and other supply chain activities are all dependent on the accuracy of the company's demand forecasting. The information management system must provide thorough, accurate, and timely information so that supply chain managers can prepare and execute short and long-term plans. Satisfying the customer is the No. 1 challenge for all demand forecasters.

[Show More](https://courserooma.capella.edu/webapps/blackboard/content/listContent.jsp?course_id=_44575_1&content_id=_4704978_1&mode=reset)

* [Toggle Drawer](https://courserooma.capella.edu/webapps/blackboard/content/listContent.jsp?course_id=_44575_1&content_id=_4704978_1&mode=reset)

### Questions to Consider

* To deepen your understanding, you are encouraged to consider the questions below and discuss them with a fellow learner, a work associate, an interested friend, or a member of the business community.
* For the following questions, refer to Fujitsu Limited's case study, "Sony Marketing (Japan) Inc. Customer Success," listed in the Resources.
  + What is the role that demand forecasting plays in Sony's supply chain strategy?
  + What factors make a demand forecasting strategy necessary, and how is Sony able to be more responsive to its customers due to this SCM strategy?
* For the following questions, refer to Hitachi Consulting's article, "Six Key Trends Changing Supply Chain Management Today: Choosing the Optimal Strategy for Your Business," listed in the Resources.
  + From your perspective, what are the two most important trends from the list of six?
    - Why do you feel it has the most impact on supply chain management today?
    - What is a real life example of a company that has been impacted by each of the two trends that you have selected?
* [Toggle Drawer](https://courserooma.capella.edu/webapps/blackboard/content/listContent.jsp?course_id=_44575_1&content_id=_4704978_1&mode=reset)

### Resources

#### Suggested Resources

The following optional resources are provided to support you in completing the assessment or to provide a helpful context. For additional resources, refer to the Research Resources and Supplemental Resources in the left navigation menu of your courseroom.

##### Library Resources

The following e-books or articles from the Capella University Library are linked directly in this course:

* Blanchard, D. (2010). [Supply chain management best practices](http://site.ebrary.com.library.capella.edu/lib/capella/docDetail.action?docID=10380972) (2nd ed.). Hoboken, NJ: Wiley.
* Bhatnagar, A. (2009). [Textbook of supply chain management](http://site.ebrary.com.library.capella.edu/lib/capella/docDetail.action?docID=10416831). Lucknow, India: Word-Press.
* Drake, M. (2011). [Global supply chain management](http://site.ebrary.com.library.capella.edu/lib/capella/docDetail.action?docID=10522199). New York, NY: Business Expert Press.
* Greeff, G., & Ghoshal, R. (2004). [Practical e-manufacturing and supply chain management](http://site.ebrary.com.library.capella.edu/lib/capella/docDetail.action?docID=10169660). Oxford, England: Newnes.
* Farooqui, S. U. (2010). [Encyclopedia of supply chain management: Volume I](http://site.ebrary.com.library.capella.edu/lib/capella/docDetail.action?docID=10416352). Mumbai, India: Himalaya Books Pvt.
* Farooqui, S. U. (2010). [Encyclopedia of supply chain management: Volume II](http://site.ebrary.com.library.capella.edu/lib/capella/docDetail.action?docID=10416350). Mumbai, India: Himalaya Books Pvt.
* Farooqui, S. U. (2010). [Encyclopedia of supply chain management: Volume III](http://site.ebrary.com.library.capella.edu/lib/capella/docDetail.action?docID=10416348). Mumbai, India: Himalaya Books Pvt.

[Show More](https://courserooma.capella.edu/webapps/blackboard/content/listContent.jsp?course_id=_44575_1&content_id=_4704978_1&mode=reset)

### Assessment Instructions

* Conduct a case study analysis on the different characteristics of the supply chain of a company you choose. Select one company from the list below to focus on:
* L. L. Bean.
* Amazon.com.
* Starbucks.
* Intel.
* Johnson and Johnson.

Research and write about the company that you have selected from the above list and respond to the following questions. You can research your responses in any of the resources noted in this course, in the Capella library, and on the Internet:

* Describe their business model and explain their supply chain strategy.
* Discuss the global challenges that they face in their supply chain.
* Discuss the importance of aggregate planning to their supply chain and their partners.
* What role does demand forecasting play in their supply chain strategy?
* Explain how pricing promotions are used to change demand.

Write your answer in a Microsoft Word document in 800–1000 words. All written assessments should follow APA rules for attributing sources.

Introduction

Describe an organization's business model.

| Provides a diagram or visual to explicitly describe an organization's business model. |
| --- |

Explain an organization's supply chain strategy.

Compares and contrasts an organization's supply chain strategy with another organization's strategies.

Analyze the global challenges that an organization faces in its supply chain.

Analyzes the global challenges that an organization faces in its supply chain and discusses strategies to minimize the challenges.

Explain the importance of aggregate planning to an organization's supply chain and its partners.

Validates the importance of aggregate planning to an organization's supply chain and its partners.

Describe the role demand forecasting plays in an organization's supply chain strategy.

| Analyzes the role demand forecasting plays in an organization's supply chain strategy. |
| --- |

Explain how pricing promotions are used to change demand.

| Analyzes how pricing promotions are used to change demand. |
| --- |

**Conclusion**

**References**