### Overview

* Create a 10-slide PowerPoint presentation with detailed speaker notes to explain a selected company's transportation and warehousing strategy to potential investors and lenders.

Supply chain managers coordinate all of the activities in the supply chain process into a seamless network. The transportation function of the supply chain focuses on the movement and delivery of goods and services in the supply chain network from suppliers to manufacturers to the ultimate consumers. Decisions must be made as to which mode of transportation is used to move products along with the type of warehousing systems that will be used. Many companies are choosing to outsource their supply chain to companies such as UPS.

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* [Toggle Drawer](https://courserooma.capella.edu/webapps/blackboard/content/listContent.jsp?course_id=_44575_1&content_id=_4704975_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 Terdiman's article, "UPS and the Art of Sorting a Million Packages a Day," linked in the Resources.
  + What are the advantages and disadvantages of their central cross dock Worldport facility in Louisville, Kentucky?
  + What is the impact that cross docking has on inventory costs, material handling costs, transportation costs, and customer satisfaction?
* [Toggle Drawer](https://courserooma.capella.edu/webapps/blackboard/content/listContent.jsp?course_id=_44575_1&content_id=_4704975_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.

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### Assessment Instructions

* For Assessment 3, you selected one company from the list below and wrote a paper about their supply chain strategy and their use of forecasting and planning to develop their strategy. You may use either the same company or a different company from the list for this assessment.
* L. L. Bean.
* Amazon.com.
* Starbucks.
* Intel.
* Johnson and Johnson.

Create a Microsoft PowerPoint presentation to explain your selected company's transportation and warehousing strategy to potential investors and lenders. You can research your responses in the Capella library and on the Internet.

When creating your presentation, include the following information:

* Slide 1: List the presentation title, the company name, the date, and your name.
* Slide 2: Describe the overall transportation objectives of the company.
* Slide 3: Describe and evaluate the modes of transportation that the company uses to move products from factory to customers.
* Slide 4: Identify the locations of the factories and warehouses.
* Slides 5–6: Evaluate the advantages and disadvantages of the locations for the organization's factories and warehouses.
* Slide 7: Analyze the economic and political factors that can impact their transportation and warehousing network.
* Slide 8: Describe how technology is used to manage the organization's transportation and warehousing network.
* Slide 9: Make recommendations for improving the organization's transportation and warehousing network.
* Slide 10: List of references using APA format. Include at least three resources

You may use additional slides, if necessary. Provide your information as a bulleted list on the slides and insert explanations where applicable. Use the notes section in MS PowerPoint to add additional information and clarity to your presentation.

Reminders:

* Provide a minimum of three references that you used in formulating your responses.
* Verify that you have included all of the required sections in your presentation.
* Check for proper use of mechanics and apply APA standards to citation of sources.

# SCM Case Analysis: Transportation and Warehousing Scoring Guide

| Criteria | Distinguished |
| --- | --- |
| Describe the overall transportation objectives of a selected company. | Analyzes the overall transportation objectives of a selected company. |
| Evaluate the modes of transportation that an organization uses to move products from factory to customers. | Evaluates the modes of transportation that an organization uses to move products from factory to customers, and recommends improvements to the modes of transportation. |
| Evaluate the advantages and disadvantages of the locations for an organization's factories and warehouses. | Evaluates the advantages and disadvantages of the locations for an organization's factories and warehouses, and recommends strategies to mitigate the disadvantages. |
| Analyze the economic and political factors that can impact an organization's transportation and warehousing network. | Analyzes the economic and political factors that can impact an organization's transportation and warehousing network, and relates the factors to improvement recommendations. |
| Describe how technology is used for managing an organization's transportation and warehousing network. | Analyzes how technology is used for managing an organization's transportation and warehousing network. |
| Recommend improvements for an organization's transportation and warehousing network. | Recommends improvements for an organization's transportation and warehousing network; supports recommendations with examples and research. |
| Exhibit proficiency in writing, critical thinking, and research; adhere to APA style and formatting. | Exhibits proficiency in writing and critical thinking; supports analysis with relevant research; adheres to APA style and formatting. |