



P&G's Logistics Revolution: Co-creating Value

STRUCTURED ASSIGNMENT (SA)

SA has a set of logically sequenced questions based on a specific case study. These questions are meant to enhance the logical and analytical skills of the students. Students are advised to attempt a SA only after they have acquired a reasonable conceptual understanding as indicated below.

PREREQUISITE CONCEPTUAL UNDERSTANDING

- To understand the need for collaboration for supply chain efficiencies - Graen Michael, "Supply-Chain Integration through Information Sharing: Channel Partnership between Wal-Mart and Procter & Gamble", http://citebm.business.uiuc.edu/IT_cases/Graen-Shaw-PG.pdf
- To understand the intricacies of demand-based supply network - "The seven dimensions of customer driven supply", Supply Chain Standard, April 2008
- To understand supply chain principles - Anderson L. David, et al., "The Seven Principles of Supply Chain Management", <http://www.scmr.com/article/CA6432096.html>, January 4th 2007

Structure of the Structured Assignment

| Section | Title of the Section | Number of Questions |
|---------|---|---------------------|
| I | Packaged Consumer Goods Industry and its Competitive Dynamics | 3 |
| II | Role and Importance of Supply Chain Management for Packaged Consumer Goods Industry | 2 |
| III | Supply Chain Management as a Source of Competitive Advantage | 3 |
| IV | Sustainability and Extendibility of 'P&G-Wal-Mart' Experiment | 3 |

This structured assignment was written by Sai Prasanna under the guidance of R. Muthu Kumar, IBSCDC. It was prepared to accompany the case 'P&G's Logistics Revolution: Co-creating Value'.

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INSTRUCTIONS TO THE STUDENTS

This assignment should accompany the case on *P&G's Logistics Revolution: Co-creating Value* developed by IBSCDC.

- The learning from this SA can be enriching if it is attempted after having a prerequisite understanding of concepts outlined in the previous page
- Start working on this assignment after carefully going through the case and grasping the significant aspects of the case, including the 'central dilemma'
- Refer to the case as often as needed, when you are working on this assignment. This is an "open book" assignment
- Write your answers in as much detail as possible. Do not write cryptic or too brief answers in telegraphic language
- Attempt to answer all questions in all sections
- For a few questions, there may neither be 'one' answer nor a 'correct' answer. Therefore, give your analysis and logic wherever required. Develop your answers in an integrated manner drawing from your complete understanding of the case
- Use extra sheets, if necessary
- The time limit for completing the assignment and the weightages assigned to each section in this SA for the purpose of grading will be announced by the instructor.

For Use by the Student

Name of the Student :
 Enrolment Number :
 Programme :
 Course :
 Name of the Instructor :
 To be Submitted on :
 Signature of the Student :
 Date :

For Use by the Instructor

Grade Awarded/Marks Awarded :
 Remarks :
 Signature :
 Date :

