

Download File PDF Matching Supply With Demand Answers

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2. Seven Eleven's supply chain strategy in Japan can be described as attempting to micro-match supply and demand using rapid replenishment. What are some risks associated with this choice?

Micro-matching supply and demand using rapid replenishment assume that each store will repeat the same demand pattern on a daily basis.

Risk of Delay in Replenishment: The group of uncommitted customers comes to the store and buys all type of products which are used to sell daily basis, will cause difficulty for regular customers. During such an event, the store will likely stock out and customers may visit the next Seven Eleven site down the block to make their purchases. Some of this demand may remain unmet, causing a local ripple.

Risk of Delay in Transportation: Another possible issue would result from delays in transportation; although deliveries are scheduled for off-peak hours, a disruption in traffic flow will result in low service levels for the next wave of demand and it is potentially high cost of transportation and receiving at stores.

High dependency of information system: Seven eleven has attributed its success to the total information system installed in very store and linked to the supplier, distributor and head office. The hardware system included graphic order terminal, scanner to monitor. Store computers linked to the ISDN network and POS registers. Thus, seven eleven heavily depend on its information system and its supply chain is matched with the demand through this technology. As relying on information technology there would be a major of break down if a system fail.

Sensitive Replenishes: the process from ordering the products to selling them needs to be done accurately and on timely basis. If there is interference in any part of the process, seven eleven will face lot of difficulties. Irregularities and disruptions occurring at any point in the system make responsive supply chain management even more challenging.

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