Supply Chain Strategy..Assignment Instructions You are expected to produce materials (executive summary, report, powerpoint, spreadsheets, etc.) that would be presented to your boss/leader demonstrating your knowledge and understanding about the key logistics and supply chain issues. In developing the PowerPoint presentation, please include narration within the Notes section of the presentation. All documents should include appropriate citations and a reference list using APA style. Project Outline • Cover page/Introduction 1 slide • History of company/product 1 slide • Product Ingredients 1 slide • Competition 1 slide • Supply Chain Strategy 1 slide • Infographic of product supply chain 1 slide • Infographic of information systems 1 slide • Infographic of financials 2 slides – Pricing in the supply chain – Pricing in the channels • Promotional Activities 1 slide – Trade/Consumer • Future Issues 1 slide • Recommendations 1 slide Project: Pick and product/service and trace the supply chain requirements from source to consumer. Consider the following: 1. Identify the ingredients: Find out where they are sourced. 2. Show physical movement of product from source to consumption and/or return. Identify the means of transport where appropriate. Produce an infographic of this supply chain process. 3. The sharing of information in the supply chain processes. Produce an infographic of the information system employed by your company. 4. The financial consideration of all transactions. Produce an infographic of the financial cash-to-cash cysle. Content to be included: 1. Impact of promotion: trade and consumer 2. Pricing strategy and execution 3. Future developments/issues: Identify 3 key issues/challenges impacting this product by the year 2016. Make specific recommendations on what steps you would take to respond to these developments. Example Brewed with five varieties of malted barley for a big, rich flavor. The first thing you notice when pouring a glass of this seasonal beer is the color. Samuel Adams® Octoberfest has a rich, deep reddish amber hue which itself is reflective of the season. Samuel Adams Octoberfest masterfully blends together five roasts of malt to create a delicious harmony of sweet flavors including caramel and toffee. The malt is complimented by the elegant bitterness imparted by the Bavarian Noble hops. Samuel Adams Octoberfest provides a wonderful transition from the lighter beers of summer to the heartier brews of winter. The märzen style gets its name from the month in which it was traditionally brewed. Before refrigeration March was the last month that beers could be put down for the lagering, or cold storage process. The beers would age during the summer months and be enjoyed around the time of the fall harvest. This beer style became a staple beer of the annual Oktoberfest celebration in Munich. The first celebration was originally held in 1810 to celebrate the marriage of the Crown Prince of Bavaria. The village green on which it was first held is now a huge fairground known as the Theresienwiese, after the royal bride. The Oktoberfest tradition has become a world renowned celebration of beer, running for sixteen heady days every autumn in Munich, Germany. Flavor: Smooth with a deep malt complexity. Lightly hopped for a smooth sweet finish. Color: Deep red amber, 20 SRM Original Gravity: 13.6° Plato Alcohol by Vol/Wt: 5.3%ABV - 4.1%ABW Calories/12 oz.: 187 IBUs: 15 Malt Varieties: Two-row Harrington and Metcalfe pale malts, Munich-10, Moravian, and Caramel 60 Hop Varieties: Tettnang Tettnanger and Hallertau Mittelfrueh Noble hops Yeast Strain: Samuel Adams lager yeast Availability: Seasonal (August - October) First Brewed: 1989 Infographic Example: