



Assignment 2 OM Logistics and Supply Chain Management

Dear Students

Assignment 2: Logistics & Supply Chain Management

Assume that you are going to run a ice cream company and you want to spread through out India. Plan your manufacturing unit, warehouse and own retail outlet in India. During logistics ice cream should be refrigerated otherwise your ice cream will be exposed. Plan accordingly

Assignment should be

- 1.No of Manufacturing unit in India
- 2.No of warehouse all over India
- 3.No of own retail outlets
- 4.Logistics Plan
- 5.Transportation Idea with effective to cost & time
- 6.What Distribution Strategy you are using to cover all over India
- 7.Learning from the topic in your point view (improvement)
- 8.Suggestion if any related to topic based on your learning



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SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

An Autonomous Institution

**Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**

DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA204 OPERATION MANAGEMENT

I YEAR / II SEMESTER

UNIT 2 - Forecasting

Qualitative surveys aim to elicit a detailed response to an open-ended topic question in the participant's own words. Like quantitative surveys, there are three main methods for using qualitative surveys including face to face surveys, phone surveys, and online surveys.



Consumer Survey Method is a mode of collecting information from potential consumers using various mediums.



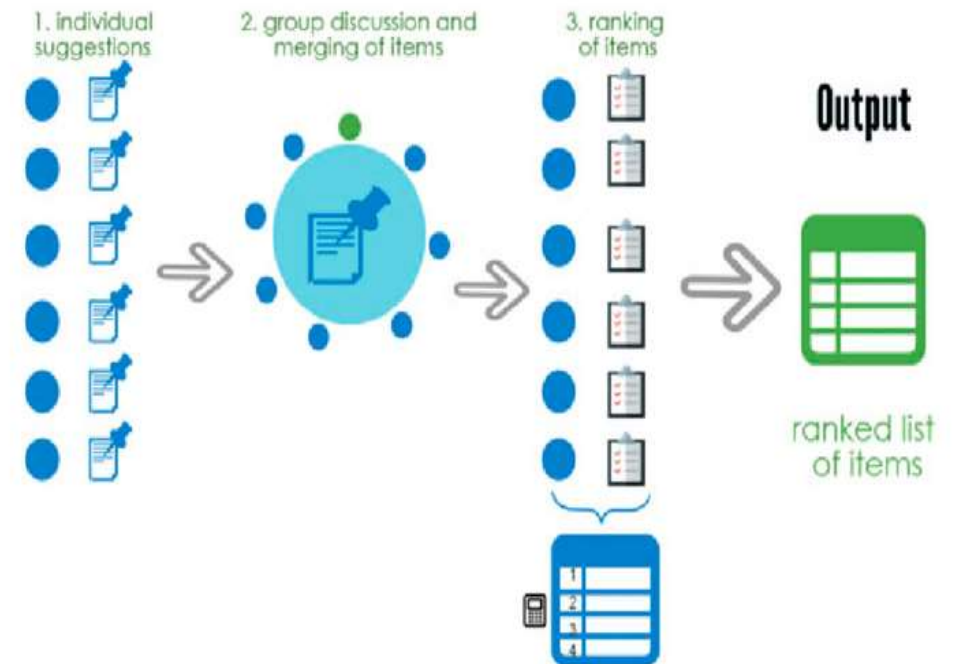
The **Opinion Poll Methods** are used to collect opinions of those who possess the knowledge about the market, such as sales representatives, professional marketing experts, sales executives and marketing consultants.



The **Nominal Group Technique** is a form of brainstorming, wherein a structured meeting is held among the group members where they are required to find solutions to the problem identified for the discussion.

Nominal Group Technique

Process



The **Delphi method** is a process used to arrive at a group opinion or decision by surveying a panel of experts. Experts respond to several rounds of questionnaires, and the responses are aggregated and shared with the group after each round.

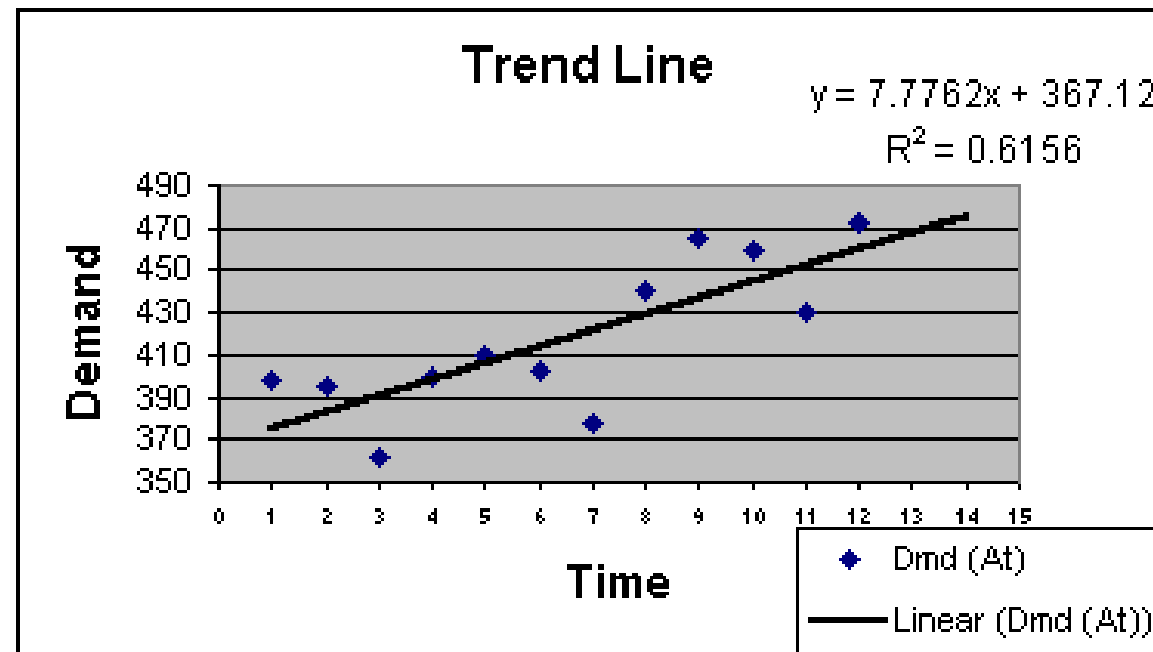




Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques.



The **trend projection method** is based on the assumption that the factors liable for the past trends in the variables to be projected shall continue to play their role in the future in the same manner and to the same extent as they did in the past while determining the variable's magnitude and direction.



Barometric forecasting uses past demand to predict future demand. The barometric method differs from trend analysis by using a combination of three “indicators” to gauge demand. Those indicators may change based on external factors and demand is forecasted based on the analysis of all three indicators.

The indicators used in Barometric Method

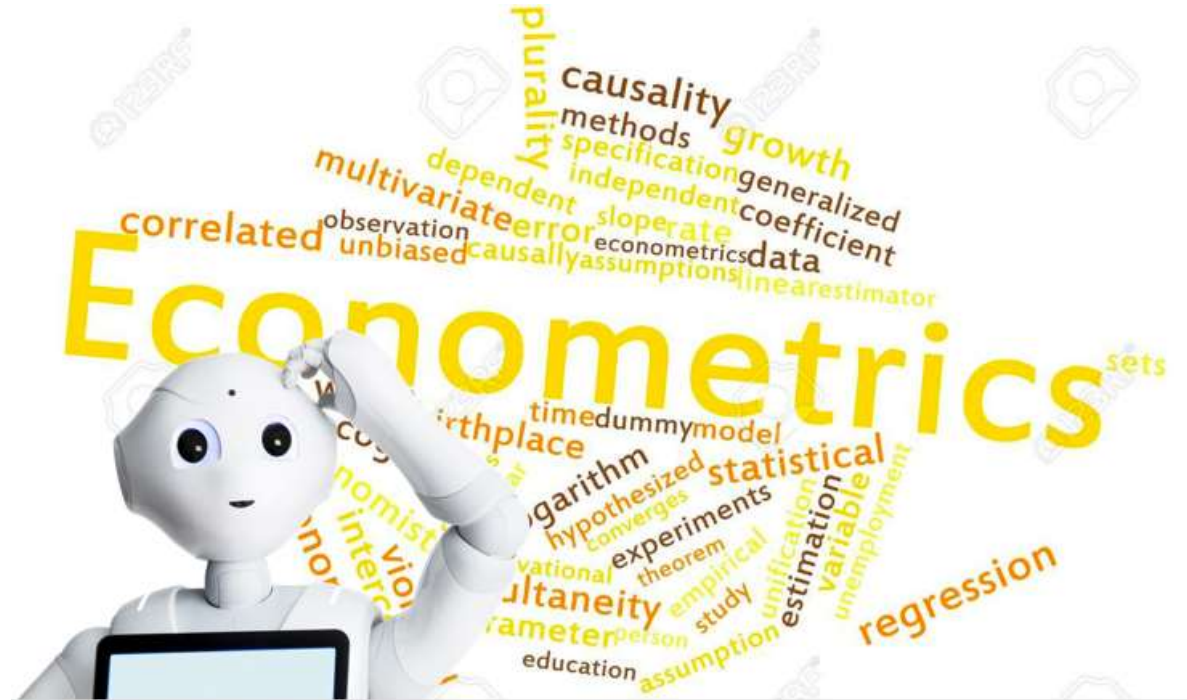
- Leading indicators
- Coincidental indicators
- Lagging indicators



**Understanding
Barometric
Method of
Forecasting**



The **Econometric Methods** make use of statistical tools and economic theories in combination to estimate the economic variables and to forecast the intended variables





Thank You