**Supply Chain Management**

**Scenario:**

Starbucks is pretty much a household name, but like many of the most successful worldwide brands, the coffee-shop giant has been through its periods of supply chain pain. In fact, during 2007 and 2008, Starbucks leadership began to have severe doubts about the company’s ability to supply its 16,700 outlets. As in most commercial sectors at that time, sales were falling. At the same time, though, supply chain costs rose by more than $75 million.

**Supply Chain Cost Reduction Challenges**: When the supply chain executive team began investigating the rising costs and supply chain performance issues, they found that service was indeed falling short of expectations. Findings included the problems such as fewer than 50% of outlet deliveries were arriving on time, several poor outsourcing decisions had led to excessive 3PL expenses and the supply chain had, (like those of many global organisations) evolved, rather than grown by design, and had hence become unnecessarily complex.

**Further reference for this case study: -**

* Logistics Bureau

<https://www.logisticsbureau.com/7-mini-case-studies-successful-supply-chain-cost-reduction-and-management/>

* Starbucks Global Supply chain

<https://youtu.be/ElYNhGbOTOQ>

Based on the given case study of Starbucks and their Supply chain challenges, learners are asked to prepare a report.

**NB: Please do not check Turnitin for any of the tasks as it has been allocated to the assessors for running the file on Turnitin.**

**Summative Assignment (60 Marks, 4000 words)**

1. Executive Summary
2. Provide a brief introduction on the Starbucks Global Supply chain and the role of supply chain function in the context of a Multinational Company such as Starbucks. [400 words]
3. Develop a 10-point plan that will ensure that the supply chain function and its strategies remain relevant to Starbuck’s organizational objectives in future. [1000 words]
4. Discuss 2 Supply chain management strategies that are likely to aid Starbucks in achieving its goals. [ 700 words]
5. Evaluate the effectiveness of strategies used by Starbucks to maintain supplier relationships and analyse the Information Technology used by Starbucks to create strategies in developing relationships with suppliers. [ 1000 words]
6. Conclusions and Recommendations:

* Provide adequate recommendations as a result of your above analysis done on Starbucks supply chain [ 300 words]
* Provide a concluding remark on the overall discussion on the case[ 300 Words]