

PROJECTS

1. SenseAware by FedEx provides key information for improving the logistics part of a supply chain network. After reading the information presented in this chapter and other sources, write a one-page paper that explains the key features of this system. Which information technologies are being used?
2. After reading the information presented in this chapter and other sources, write a one-page paper that identifies two companies (in addition to those mentioned in this book) that have implemented a supply chain network. What has been achieved by these systems? How can SCM help the bottom line?
3. After reading the information presented in this chapter and other sources, write a one-page paper that describes the job responsibilities of a chief knowledge officer (CKO) and a chief technology officer (CTO). What are the differences between these two jobs?
4. After reading the information presented in this chapter and other sources, write a two-page paper that describes the differences between a domestic supply chain and an international supply chain. Why is the international supply chain more challenging to manage?
5. In addition to Google, Netflix, and Amazon, identify two companies that use personalization technologies. How can personalization help the bottom line? What are some of the challenges for implementing these systems?
6. Most experts believe that an ERP system, with all the advantages it offers, also has drawbacks, such as high cost, difficulties in installation, a need for extensive training, and compatibility problems with legacy systems. After reading the information presented in this chapter and other sources, write a two-page paper that recommends some ways to minimize these drawbacks.