The Fresh Connection
What is The Fresh Connection

- Learning experience on supply / value chain management
- Webbased simulation
- Blended with training program
- Tactical/Strategic level
- Cross functional team
- Professionals and students
The Fresh Connection is a producer of fruit juices
- suffering severe losses in the last year
- poor supply chain performance

A new management team has been appointed consisting of four roles
- Sales management
- Purchasing management
- Supply chain management
- Operations management

The assignment is to make the company profitable again
- By making strategic and tactical choices
“The Fresh Connection” gives a real life supply chain experience within a simulated environment:

- SCM is not only the responsibility of one function or manager, it is teamwork;
- Coordinated decision making is critical;
- A strategy is necessary to have a common direction
- How to translate strategy into action
- The quality of the supply chain has a big impact on the company profitability
- The right management information is very important;
- Internal and external collaboration is key to success.
Key Challenges

- **Team / leadership challenges**
  - Communication & decision making
  - Alignment / consistency
  - In- and external collaboration
  - Get out of the box, experiment & learn

- **Important supply chain topics**
  - supply chain strategy
  - sales & operations planning (S&OP)
  - demand management
  - inventory management
  - operations management
  - supplier management
Performance evaluation

- **Revenue**
  - Price:
  - Customer satisfaction
  - Volume:
  - Portfolio

- **Costs**
  - Operational costs
  - Improvement projects

- **Investments**
  - Working capital
  - Equipment
  - Buildings

- **Highest ROI**
## Individual scores

<table>
<thead>
<tr>
<th>Role</th>
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<tbody>
<tr>
<td>Purchasing</td>
<td>Purchasing price</td>
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<td>Operations</td>
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<td>Supply chain</td>
<td>Stock value</td>
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<tr>
<td>Sales</td>
<td>Revenue</td>
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Quick Tour
Learning
with TFC
Learning by experience
a lasting learning effect

Learning effect

- Listening: 10%
- Seeing: 25%
- Experiencing: 80%
Training approach

- Reflect
  - Experience
  - Real Life
  - Business Simulations (micro cycle)

- Conceptualize
  - Models & Tools
  - Presentations
  - Case studies

- Apply
  - Exercises
  - Workshops
  - Break-outs
  - Coaching

- Macro cycle
  - Feedback
  - Evaluations
  - Discussions
  - Presentations

- Reflect elsewhere
  - Presentations
  - Case studies

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<thead>
<tr>
<th>nr</th>
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<th>duration in minutes</th>
<th>Level</th>
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| 1380 |                                      | 23                   |       |                                                     |
Modules around TFC

Creating alignment in the value chain

- Cross functional trade offs
- Strategy into action (level 1, 2, 3)

SC fundamentals (e-learning/classroom)
- Inventory mgmt
- Capacity management
- Demand management
- Supplier relation mgmt

SCRM
S&OP
KPIs
External Collaboration

CO₂ (carbon footprint)
<table>
<thead>
<tr>
<th>Level 1</th>
<th>Theme</th>
<th>Sales</th>
<th>SCM</th>
<th>Operations</th>
<th>Purchasing</th>
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<td>Reliability</td>
<td>Service level</td>
<td>Safety stocks</td>
<td># Shifts, # Pallet locations, # FTE</td>
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<td>Batches and frequencies</td>
<td>Shelf life</td>
<td>Lotsizing in production and purchasing</td>
<td>SMED, Increase speed</td>
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<td>Speed and quality</td>
<td>Payment terms</td>
<td>Frozen period</td>
<td>Intake time, Preventive maintenance, Solve breakdowns training, Raw materials inspection</td>
<td>Supplier selection, Payment terms, Quality, Transport mode</td>
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## Extensions in version 2013

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Trackrecord
Example education

- MIT
- Georgia Tech
- VU University Amsterdam
- RSM Rotterdam
- Vlerick School of Mgt
- Stellenbosch University
- University of Western Sydney
- Curtin University
- EADA Barcelona
- WU Wien
- Arts & Metiers ParisTech
- University of Sao Paulo
- TU Stuttgart
- IMM Ahmedabad
- VU University Brussels
- University of Würzburg
- Copenhagen Business School
- TU Hamburg-Harburg
- Lund University
- University of Verona
- Kühne Logistics University
- University of Twente
- LaSalle University, Barcelona
- University of Wageningen
Example education Germany

- TU Stuttgart
- TU Dortmund
- OvGU Magdeburg
- Hochschule München
- Universität Würzburg
- TU Hamburg-Harburg
- Kühne Logistics University
- Universität Leipzig
- Hochschule Regensburg
- Hochschule Augsburg
- Hochschule Heilbronn
- DAV Bremen
- HTWK Leipzig
- Dresden International University
- Rheinische Fachhochschule Köln
- Hochschule Flensburg
- Geplant in 2015
- Hochschule Neuss
- Hochschule Frankfurt
- Universität Mannheim
- Hochschule Neu Ulm
- Hochschule Fulda
- Universität Münster
Some companies that have participated

Abbott
Lamb-Weston
Akzo Nobel
Freudenberg
Apple
Logica
Bosch
GKN
Canon
NACCO
Capgemini
Nestlé
Corporate Express
NIKE
Deloitte
DuPont
Nucletron
DHL
Nutricia
Bayer
Philips
DSM
QuinTech
FloraHolland
Rockwell
Henkel
SCA
Heineken
Schenker
Herbalife International
Shell
Huntsman
Stork
Infor
TNT
International Flavors and Fragrances
Tyco
KLM
Unilever
Kodak
UPS
Kuehne + Nagel
Walt Disney
Astellas

For a complete list go to www.thefreshconnection.biz
Challenges

- **Professionals**
  - Each year a Global Challenge with Global Final

- **Students**
  - Deutschland Challenge über Tag der Logistik
  - Global Student Challenge
  - Global Student Final
For more information

- contact s.hoogervorst@involvation.nl
- visit our website at www.thefreshconnection.biz
- Join us at LinkedIn The Fresh Connection