

The Fresh Connection

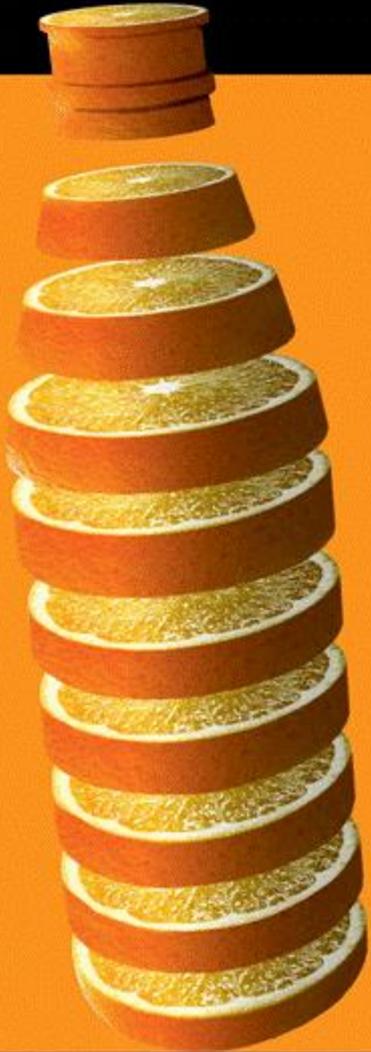


What is The Fresh Connection

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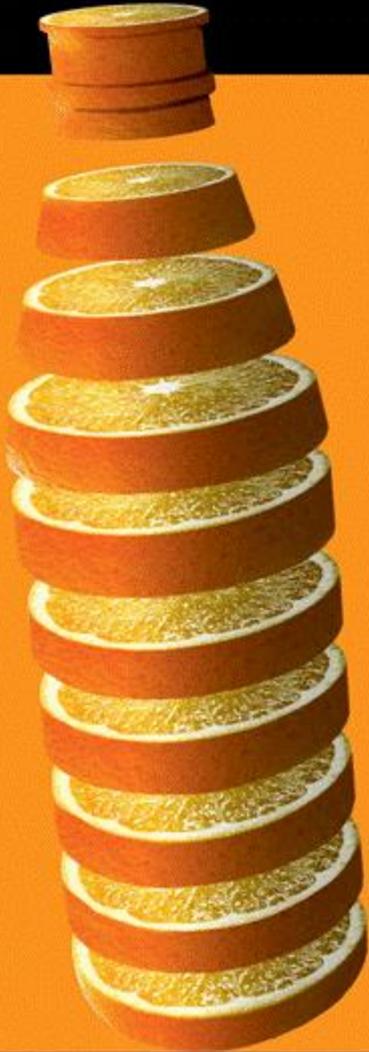
- Learning experience on supply / value chain management
- Webbased simulation
- Blended with training program
- Tactical/Strategic level
- Cross functional team
- Professionals and students



The challenge

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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

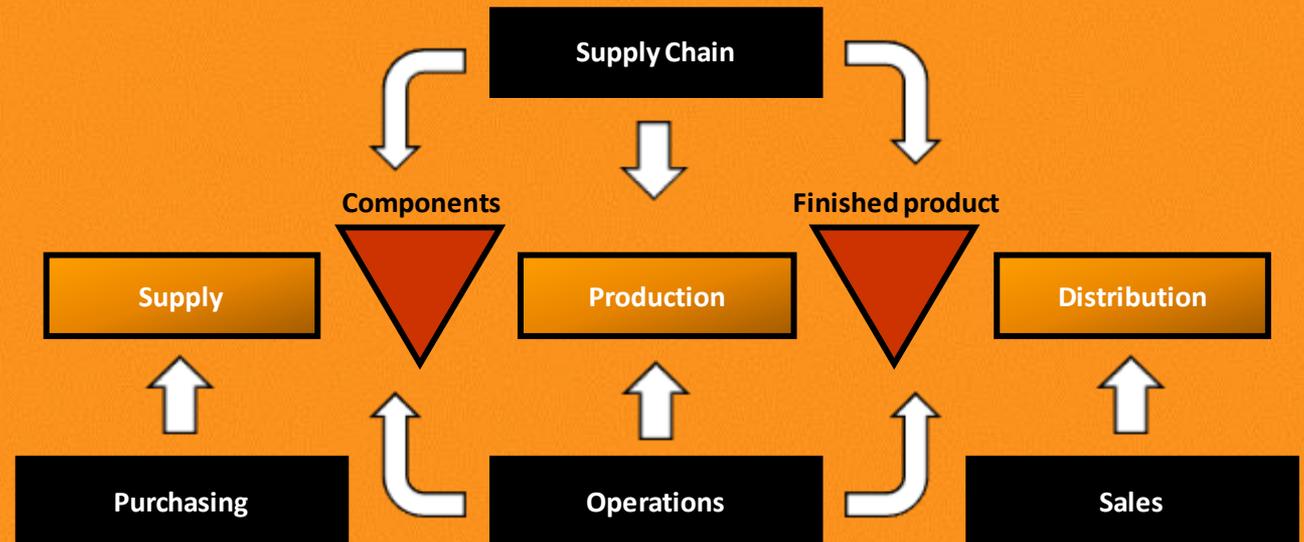
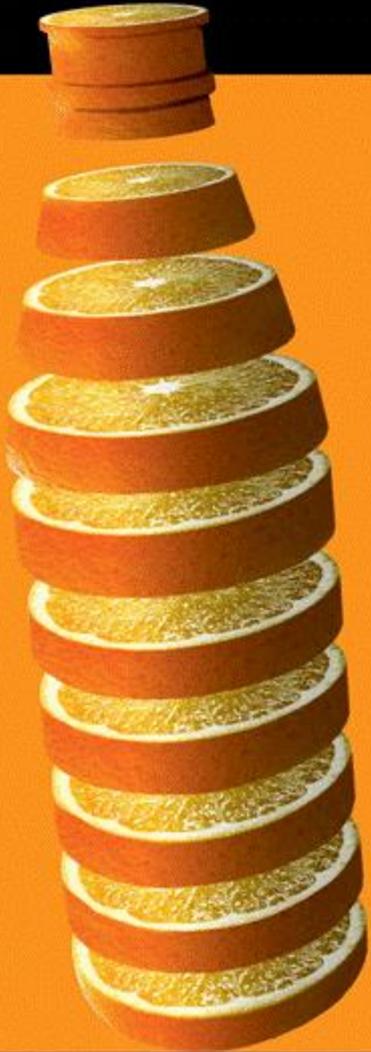
The assignment is to make the company profitable again

- By making strategic and tactical choices

The Simulation – The Supply Chain

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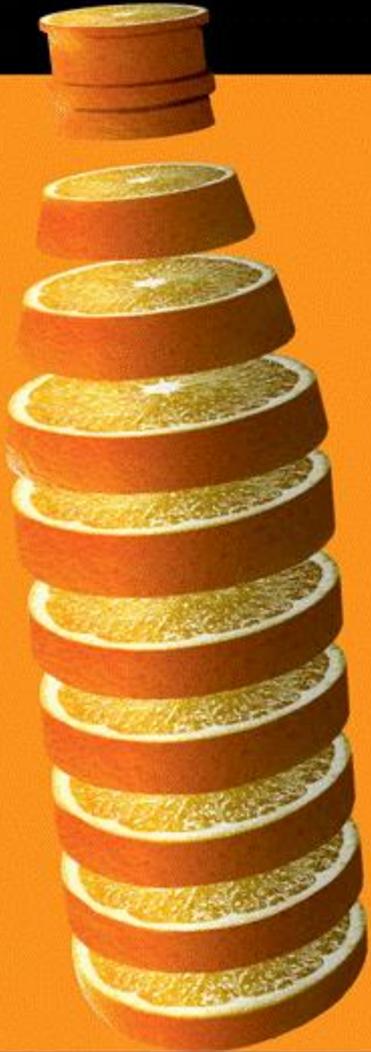
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Experience

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“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

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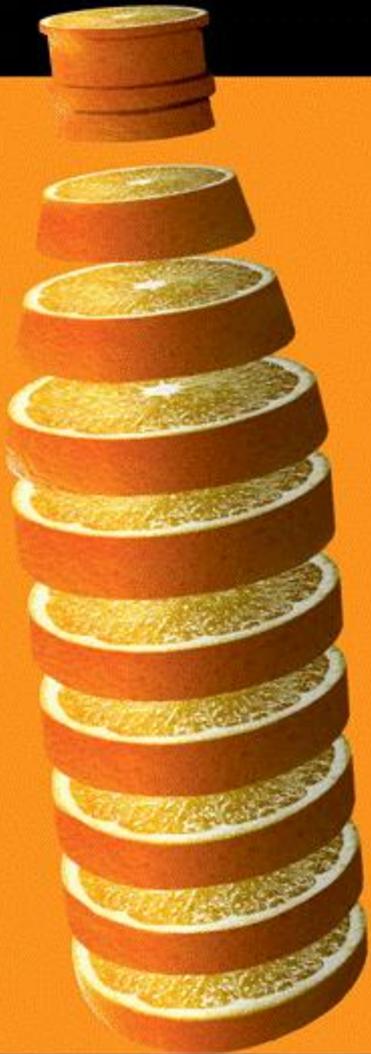
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Team / leadership challenges

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

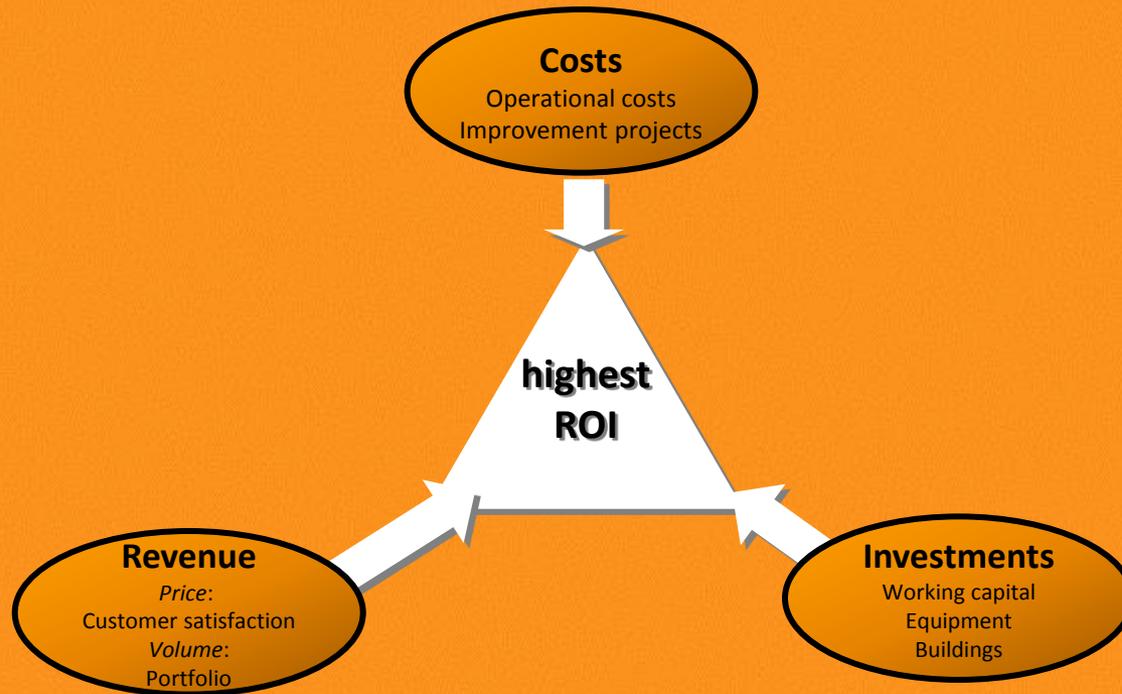
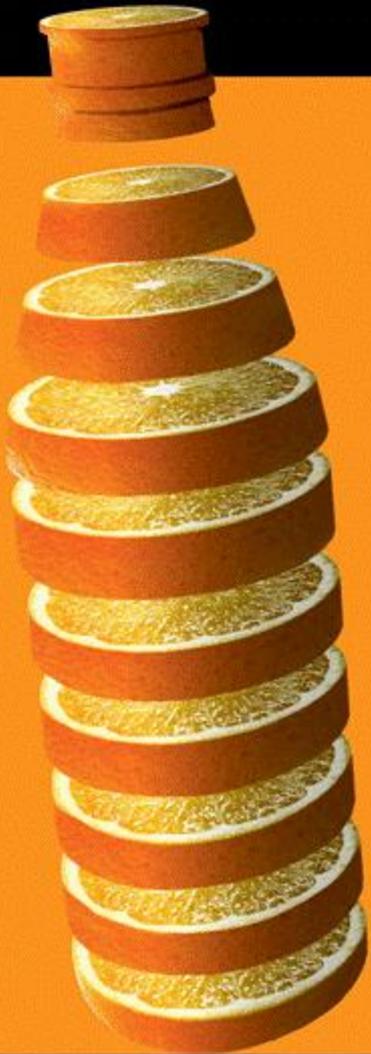
Important supply chain topics

- supply chain strategy
- sales & operations planning (S&OP)
- demand management
- inventory management
- operations management
- supplier management



Performance evaluation **THE FRESH CONNECTION**

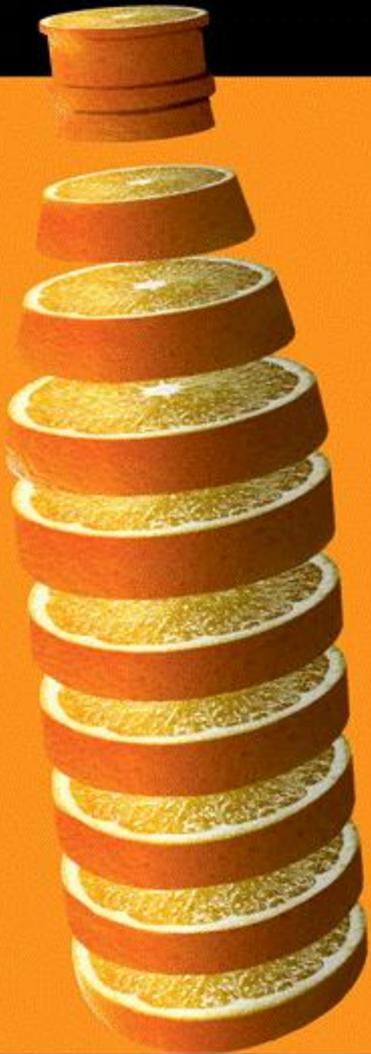
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Individual scores

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Role	Based on
Purchasing	Purchasing price
Operations	Operational costs
Supply chain	Stock value
Sales	Revenue

Quick Tour



Learning with TFC



Learning by experience
a lasting learning effect

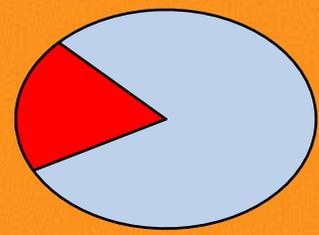
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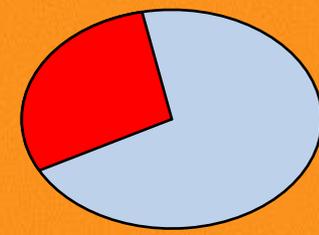
Learning effect

listening



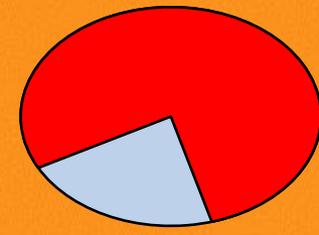
10%

seeing



25%

experiencing

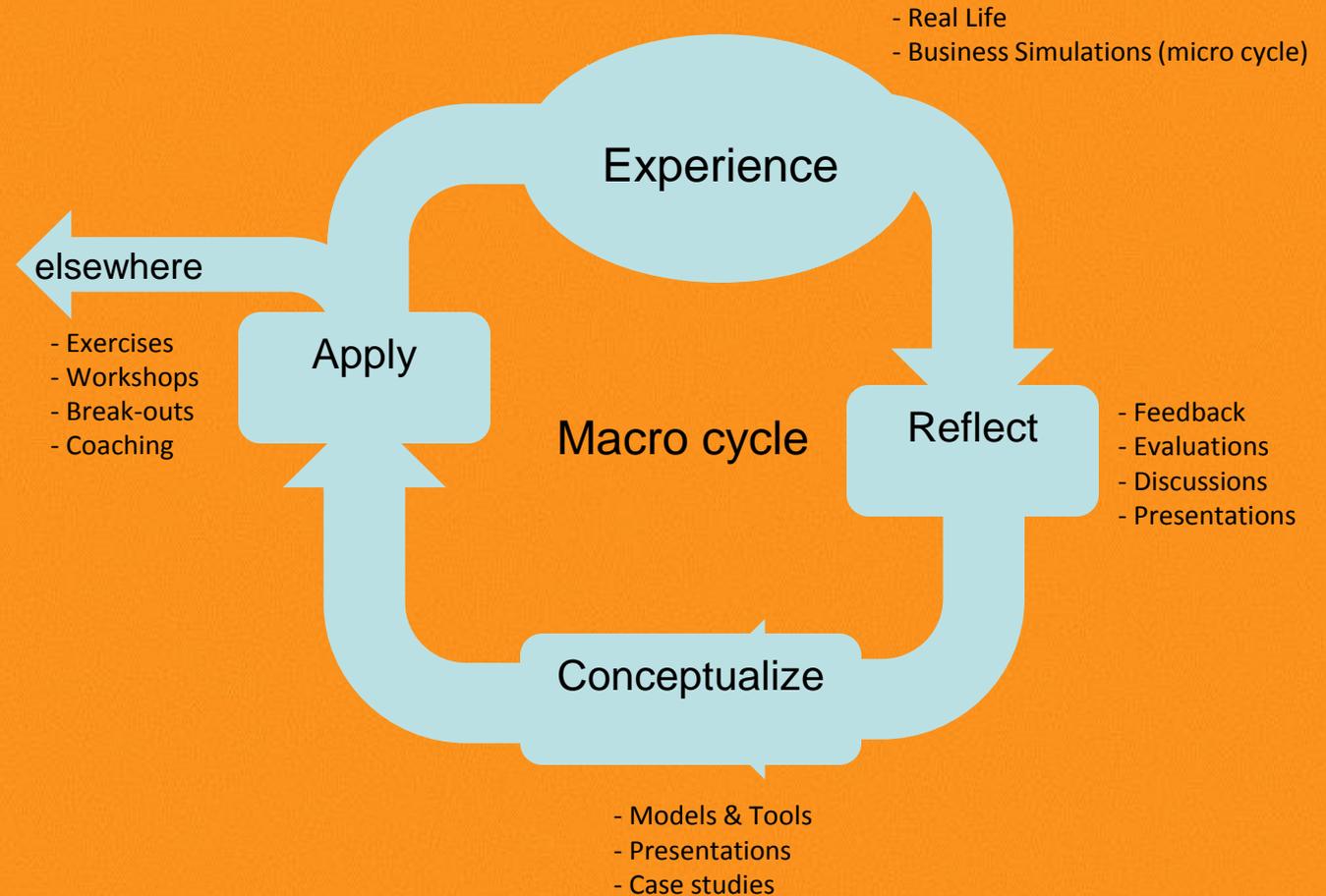
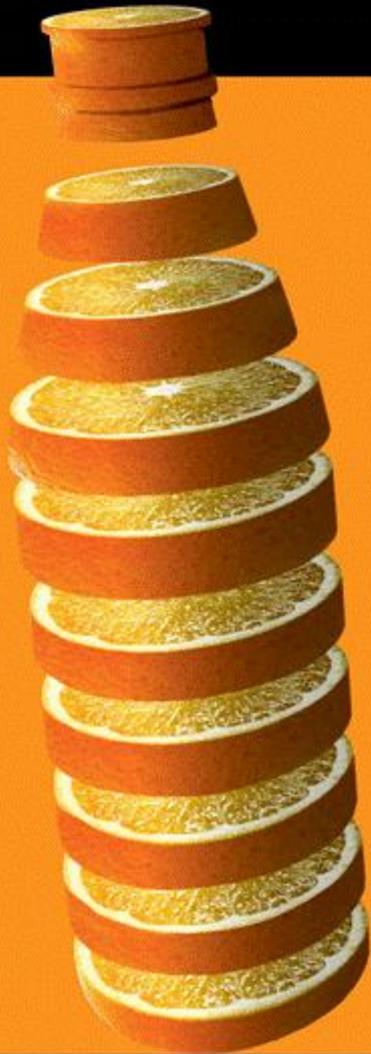


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Training approach



Standard Script

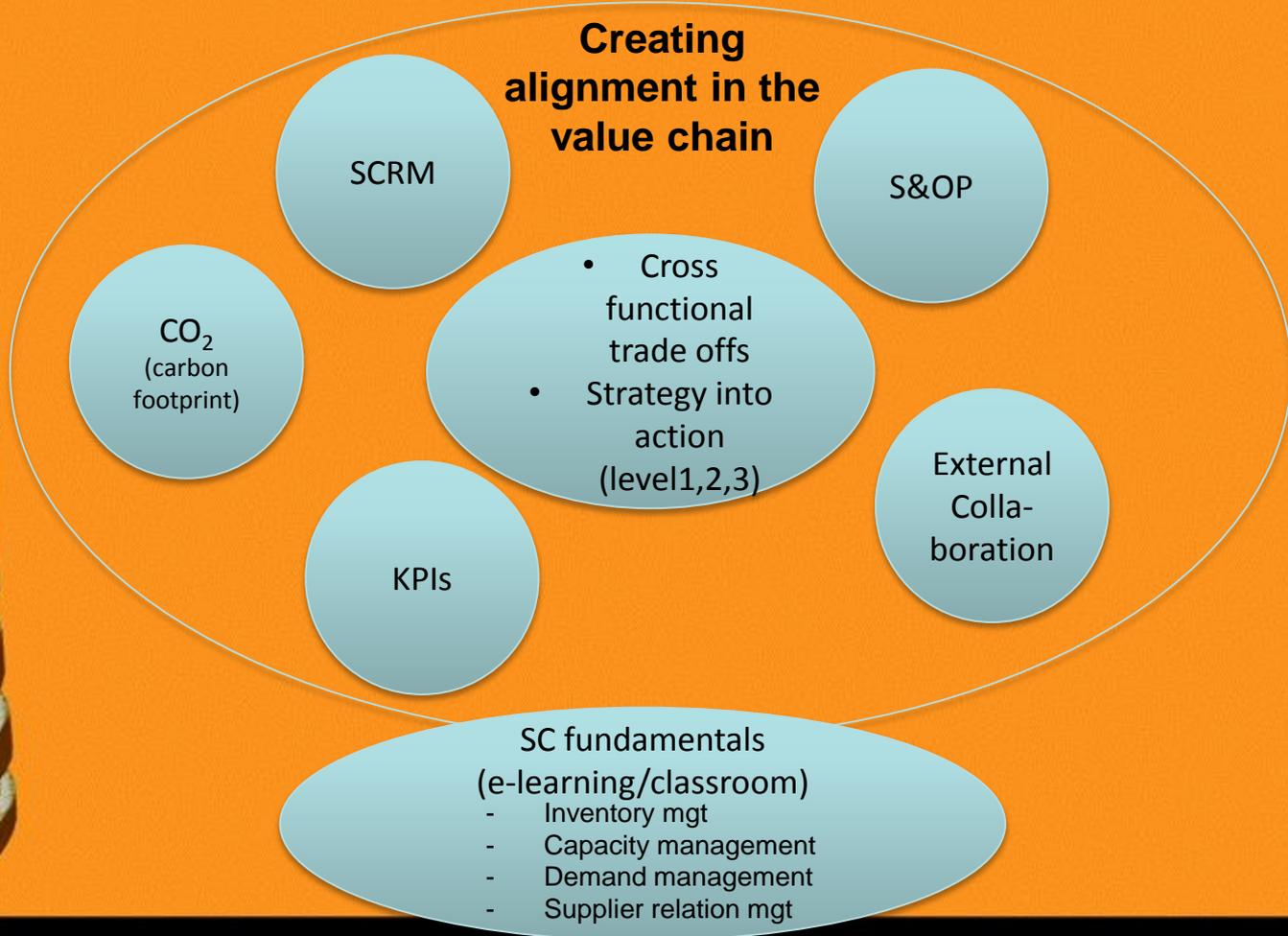
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nr	topic	duration in minutes	Level	Building Block
0	Student preparation documents	15	-	0. Introduction PDF's
1	kick off	60	-	1. Kick off TFC
2	Round 1 The Fresh Connection	90	Level 2	-
3	Feedback Round 1	20	-	3. Feedback round
4	Supply Chain Mapping	120	-	4. Supply Chain Mapping
5	Component Characteristics and TCO	120	-	5. Component characteristics and TCO
6	Round 2 The Fresh Connection	90	Level 3	-
7	Feedback Round 2	20	-	see 3. Feedback round
8	Basic understanding	45	-	8. Basic Understanding
9	Trade off exercise	90	-	9. Trade off exercise
10	Round 3 The Fresh Connection	90	level 3 & extension d	-
11	Feedback Round 3	20	-	see 3. Feedback round
12	Supply Chain Strategy introduction	45	-	12. Supply Chain Strategy introduction
13	Exercise Strategy into action	45	-	13. Exercise Strategy into action
14	Round 4 The Fresh Connection	90	level 3 & extension a & d	-
15	Feedback Round 4	20	-	see 3. Feedback round
16	S&OP intro & exercise	75	-	16. S&OP intro and exercise
17	Round 5 The Fresh Connection	90	level 3 & extension a, b & d	-
18	Feedback Round 5	20	-	see 3. Feedback round
19	Collaboration intro	45	-	19. Collaboration intro
20	Exercise inflate PET	30	-	20. Exercise Inflate PET
21	Buyer and Supplier view	30	-	21 Buyer and Supplier View
22	Round 6 The Fresh Connection	90	level 3 & extension a, b & d	-
23	Feedback Round 6	20	-	see 3. Feedback round
		1380		23

Modules around TFC

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Strategy into action

Levels in version 2013

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	Theme	Sales	SCM	Operations	Purchasing
Level 1	Reliability	Service level Order deadline Shortage rule	Safety stocks	# Shifts # Pallet locations # FTE	Delivery window Delivery reliability
Level 2	Batches and frequencies	Shelf life Trade unit	Lotsizing in production and purchasing	SMED Increase speed	Trade unit
Level 3	Speed and quality	Payment terms	Frozen period	Intake time Preventive maintenance Solve breakdowns training Raw materials inspection	Supplier selection Payment terms Quality Transport mode

Extensions

in version 2013

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	Theme	Sales	SCM	Operations	Purchasing
Extension a	S&OP	Promotional pressure Category management Forecasting	Production interval tool	Resource selection	Dual sourcing
Extension b	External collaboration	Promotion horizon VMI		Outsourcing warehouse (MCC) Inflate PET	VMI Supplier development
Extension c	CO ₂ footprint Sustainability	CO ₂ sla		Decrease of water usage Decrease of energy usage Decrease of start up productivity loss	
Extension d	KPIs and targets	KPI selection	KPI selection	KPI selection	KPI selection
Extension e	Supply chain risk management	Risk events Relaunch (horizon)	Scenarioplanner	Tracking & tracing Quarantine Risk events Pooling warehouse FTE	Contract duration Supplier development Dual sourcing Risk events

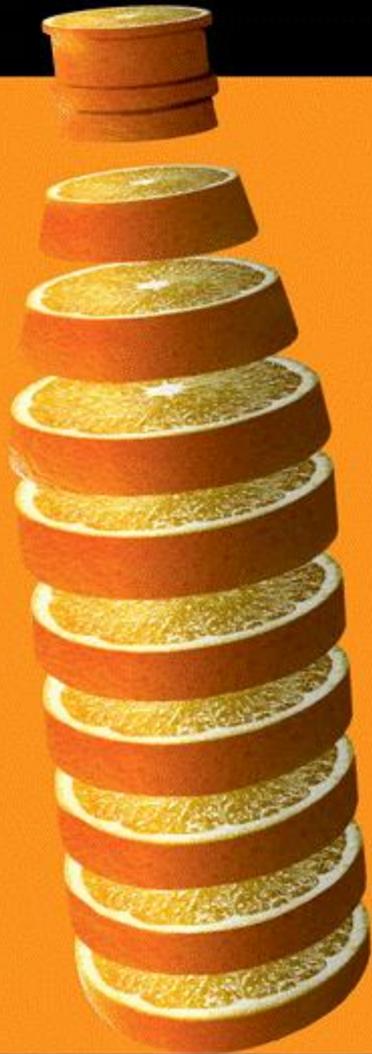
Trackrecord



Example education

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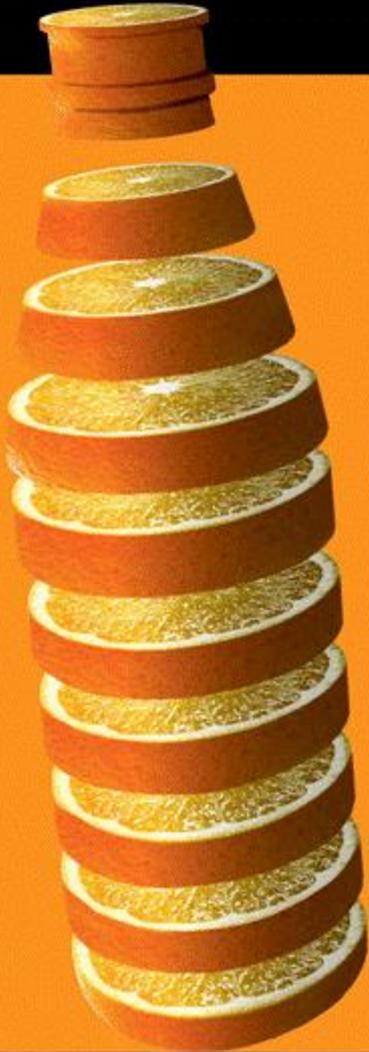


- MIT
- Georgia Tech
- VU University Amsterdam
- RSM Rotterdam
- Vlerick School of Mgt
- Stellenbosch University
- University of Western Sydney
- Curtin University
- EADA Barcelona
- WU Wien
- Arts & Metiers ParisTech
- University of Sao Paulo
- TU Stuttgart
- IMM Ahmedabad
- VU University Brussels
- 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

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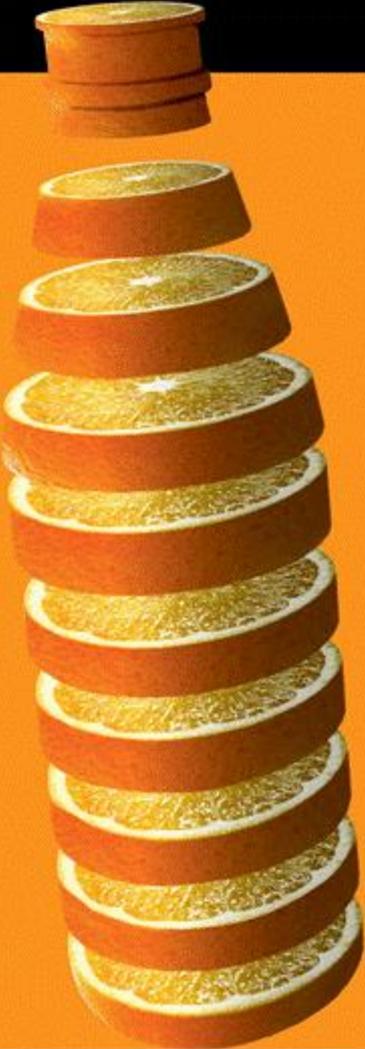


- TU Stuttgart
 - TU Dortmund
 - OvGU Magdeburg
 - Hochschule München
 - Universität Würzburg
 - TU Hamburg-Harburg
 - Kühne Logistics University
 - Universität Leipzig
 - Hochschule Regensburg
 - Hochschule Augsburg
 - Hochschule Heilbronn
 - DAV Bremen
 - HTWK Leipzig
 - Dresden International University
 - 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

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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

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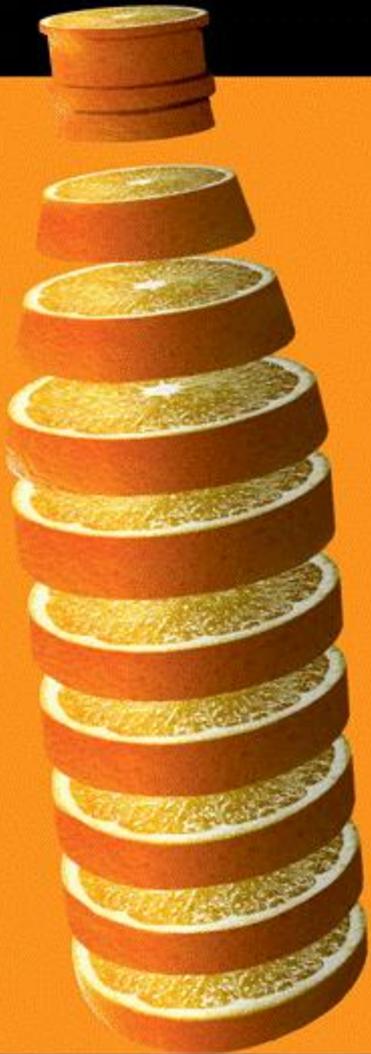
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Professionals

- Each year a Global Challenge with Global Final

Students

- Deutschland Challenge über Tag der Logistik
- Global Student Challenge
- Global Student Final



More info

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For more information

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

