

**Business Case: Providing Visibility, Accessibility and Connectivity to the Customer**

**General Information**

Winspec Logistics Services Pte. Ltd. would like teams to conduct fact finding, collection and analysis of data with the objectives to propose and recommend ideal on how digitization can assist a 3PL company to provide visibility, accessibility and connectivity across the logistics activities for both their internal and external customers.

**1. Products**

The company provide 3<sup>rd</sup> Party Logistics Service for customer in their order fulfilment through the coordination from Procurement, Transportation, Infrastructure, Inventory Management, Material Handling and Information & Communication activates from a “one-stop”/single party.

**2. Customers**

The company handles customer from different industries, from manufacture, stalls operators, ship supply and trading companies.

**3. Organization Structure**

As the company is growing with new and bigger facilities coming onboard by the next two years. A new team was set up to look into digitization each logistics activities in order to integrate all the activities compared to operating as individual silos.

**Issues Encountered**

Winspec Logistics Services has conducted an in-depth analysis of their current set up and compare with the ‘As-Is’ processes and listed the possible challenges for the new development.

1. The work load can fluctuate wildly between day to day.
2. The next day delivery means that order processing, picking, packing and labelling must be done in a very efficient manner.
3. Delivery route optimisation- delivery is based on gut feeling of the delivery team, instead of using analytics with consideration of ERP, distances, area/zones.
4. The order request comes in a MS Excel file to indicate the information for next day delivery. This means that order processing will be very manual. The order processing should be automated to avoid repeated data entry.
5. The control needs to provide an app on smart phones that enables end customers to track the real-time location of the delivery team. Currently Winspec Logistics Services does not have such app.

## Requirements

Provide the specific recommendations based on the information provided:

1. To design an effective organization structure to deal with the operations. Develop an organization chart and explain why you think this best serves the business needs.
2. The recommendation to integrate information flow in linking all the logistics activities silo (order fulfilment, transportation, warehousing, inventory management and delivery) into a visible, accessible and connectable supply chain to the customer, provide real time information.
3. To design and develop an effective supply chain system flow, should building a solution in-house, outsource to an external software company to code it, or purchase a solution off the shelf a better option? Compare the feasibility of each, highlighting your assumptions and considerations. Make a recommendation and justify your response.

## Open House

The Open House will be on:

(3<sup>rd</sup> May 2018) (Thursday) (2PM)

(5<sup>th</sup> May 2018) (Saturday) (11AM)

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***Team leader to send email to the contact person in advance regarding the number of persons going to the open house.***