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CIPS Global Strategic Supply Chain Management Sample Questions (Q31-Q36):

NEW QUESTION # 31
The CEO of XYZ Ltd is looking to make an important change to the company. He plans to take the company from a paper-based records system to an electronic records system, and introduce an MRP system. The CEO is looking for a 'change agent' within the company to implement the change.
Evaluate the role that the 'change agent' will inhabit and explain how the 'change agent' can gauge acceptance of this change.

Answer:

Explanation:
See the Explanation for complete answer.
Explanation:
Achange agentis an individual who is responsible fordriving, facilitating, and managing organisational change.

In this case, the change agent atXYZ Ltdwill lead the transformation from apaper-based system to an electronic records systemsupported by aMaterial Requirements Planning (MRP)system.
The role requires strongleadership, communication, analytical, and interpersonal skills, as it involves influencing people, aligning systems, and ensuring that the new technology is successfully adopted across the organisation.
1. Role and Responsibilities of a Change Agent
The change agent acts as thebridge between leadership vision and operational implementation.
Their role combinesstrategic planning, people management, and process transformationto ensure the change achieves its intended objectives.
(i) Communicator and Advocate for Change
* Clearly communicates thevision, purpose, and benefitsof the new system to all employees.
* Acts as atrusted messengerfor the CEO's strategic direction, translating high-level objectives into clear, practical goals for different departments.
* Reduces resistance by explaining how the new system will improve accuracy, efficiency, and decision- making.
Example:The change agent explains to staff how the MRP system will automate materials planning and reduce stock shortages.
(ii) Project Manager and Coordinator
* Develops and manages achange implementation plan, including timelines, budgets, and milestones.
* Coordinates between IT teams, procurement, production, and finance to ensure successful system integration.
* Identifies potential risks and develops mitigation plans.
* Ensures training, testing, and system rollouts are executed effectively.
Example:Managing pilot tests for the MRP system before a full rollout to all departments.
(iii) Influencer and Motivator
* Builds support across all organisational levels - from senior management to front-line employees.
* Usesstakeholder analysisto identify resistance and tailor engagement strategies.
* Encourages collaboration and promotes a culture of innovation and learning.
Example:Recognising and rewarding early adopters to reinforce positive behaviour.
(iv) Problem Solver and Feedback Facilitator
* Addresses employee concerns and operational issues that arise during implementation.
* Collects feedback from end-users and communicates it to leadership or system developers for improvement.
* Ensures that any barriers to adoption are quickly removed.
Example:Gathering user feedback on system usability and working with IT to resolve issues promptly.
(v) Monitor and Evaluator of Change Progress
* Measures progress using clear performance indicators and adoption metrics.
* Reports regularly to senior management on implementation status, issues, and successes.
* Ensures the change becomesembedded in organisational culturerather than a one-time project.
Example:Tracking the percentage of departments that have fully transitioned to digital record-keeping.
2. How the Change Agent Can Gauge Acceptance of Change
Change acceptance refers to the degree to which employeesunderstand, adopt, and supportthe new system and working methods.
To gauge acceptance, the change agent should use bothquantitative and qualitative indicators.
(i) Employee Feedback and Engagement Surveys
* Conduct pre- and post-implementation surveys to assess understanding, attitudes, and comfort levels with the new system.
* Use open forums, focus groups, and suggestion boxes to gather honest feedback.
Indicator of Success:
Increasingly positive responses toward system usability and perceived benefits.
(ii) Adoption and Usage Metrics
* Measure how actively employees use the new MRP and electronic systems in their daily operations.
* Monitor system logins, transaction processing, and completion rates for digital records.
Indicator of Success:
High user participation and reduced reliance on paper-based processes indicate strong adoption.
(iii) Performance and Productivity Improvements
* Comparepre-implementation and post-implementation KPIs, such as:
* Order accuracy and processing times.
* Inventory turnover and stock-out rates.
* Data accuracy and reporting speed.
Indicator of Success:
Demonstrable improvement in operational efficiency, decision-making, and data visibility.
(iv) Reduction in Resistance or Complaints
* Track the number and nature of complaints or support requests related to the new system.
* A steady decline in issues suggests growing comfort and confidence among users.
Indicator of Success:
Fewer helpdesk requests and more proactive feedback from employees.
(v) Observation and Behavioural Change

* Observe day-to-day behaviours - whether employees are following new procedures, using digital tools, and collaborating effectively.
* Informal discussions and supervisor reports can reveal whether staff have embraced the new working culture.
Indicator of Success:
Employees no longer reverting to old paper-based habits and demonstrating enthusiasm for continuous improvement.
3. Ensuring Sustainable Change
For the change to be sustained, the change agent should also:
* Implementcontinuous training and supportto build digital competence.
* Establish"change champions"in each department to reinforce adoption.
* Celebrateearly wins(e.g., reduced paperwork, faster reporting) to maintain momentum.
* Embed the change inpolicies, performance reviews, and cultureso that it becomes the new normal.
4. Evaluation of the Change Agent's Role
Aspect
Strategic Value
Leadership
Acts as the link between vision and execution, translating strategy into action.
Communication
Reduces uncertainty and builds engagement through transparency and dialogue.
Measurement
Uses data-driven indicators to track progress and demonstrate success.
Culture Building
Promotes digital adoption and innovation across the organisation.
The change agent therefore plays atransformational role, ensuring that technology adoption leads to genuine process improvement and long-term organisational benefit.
5. Summary
In summary, thechange agentat XYZ Ltd will act as thedriving forcebehind the transition from paper-based systems to anelectronic records and MRP system, ensuring alignment between people, processes, and technology.
Their role encompassescommunication, coordination, motivation, and performance measurement.
Change acceptance can be gauged throughemployee feedback, adoption metrics, performance improvements, and behavioural observation.
When employees understand, adopt, and sustain the new processes - and performance indicators show measurable gains - the change can be deemed successfully implemented.
The success of this transformation will largely depend on theeffectiveness, leadership, and credibilityof the change agent in guiding the organisation through the journey of digital transformation.

NEW QUESTION # 32
Describe THREE ways an organisation can match supply and demand.

Answer:

Explanation:
See the Explanation for complete answer.
Explanation:
Matchingsupply and demandis one of the core challenges in supply chain management. It refers to the process ofaligning production, inventory, and logistics capacity with customer demandto ensure that the right products are available at the right time - without creating shortages, excess stock, or unnecessary costs.
Effective alignment of supply and demand improvesservice levels, reduces waste, enhances profitability, and contributes to a moreresilient and responsive supply chain.
Organisations can use various strategies to achieve this balance. The three most effective approaches are demand forecasting and planning,flexible supply and capacity management, andinventory management and buffering.
1. Demand Forecasting and Planning
Description:
Demand forecasting is the process of predicting future customer demand using historical data, market trends, and analytical models. It enables an organisation to plan production, procurement, and distribution proactively rather than reactively.
How It Helps Match Supply and Demand:
* Provides a forward-looking view of customer needs, helping ensure that production and inventory levels align with expected sales.
* Reduces the risk ofstockoutsoroverproduction.
* Supports cross-functional planning across sales, marketing, operations, and procurement.
Methods Used:
* Quantitative Forecasting:Uses statistical techniques (e.g., time series, regression, moving averages).

* Qualitative Forecasting:Uses expert judgement, market intelligence, and customer feedback.
* Collaborative Planning, Forecasting and Replenishment (CPFR):A joint approach with key suppliers and customers to share information and coordinate replenishment.

Example:

A toy retailer analyses sales data from the previous five Christmas seasons to forecast seasonal peaks, allowing the company to plan production and logistics capacity in advance.

Elimination of Mismatch:

Accurate forecasting ensures supply chain decisions are driven by real demand patterns, improving service levels and reducing costs associated with excess stock or missed sales opportunities.

2. Flexible Supply and Capacity Management

Description:

Flexible supply and capacity management enables an organisation toadjust its production, labour, and sourcing levelsquickly in response to fluctuations in demand.

This approach focuses onbuilding agilityinto the supply chain so that it can scale up or down efficiently.

How It Helps Match Supply and Demand:

* Allows quick response to short-term demand surges or declines.
* Avoids bottlenecks and underutilisation by balancing resources with actual needs.
* Reduces the risk of carrying unused capacity or inventory.

Techniques Used:

* Flexible Manufacturing Systems (FMS):Modular production setups that can adapt to different product types and volumes.
* Dual Sourcing Strategies:Maintaining multiple suppliers to enable rapid switching when demand changes.
* Outsourcing and Subcontracting:Engaging third-party partners to expand capacity temporarily.
* Workforce Flexibility:Using part-time or contract labour during peak periods.

Example:

A packaging company increases production capacity during holiday seasons by using contract manufacturers, ensuring that supply matches temporary spikes in demand.

Elimination of Mismatch:

By incorporating flexibility into its supply network, an organisation can manage variability efficiently, maintaining high service levels without the cost of permanent overcapacity.

3. Inventory Management and Buffering

Description:

Inventory acts as abufferbetween fluctuating supply and demand. Effective inventory management ensures that stock levels are optimised - sufficient to meet demand but not excessive to the point of increasing costs or obsolescence.

How It Helps Match Supply and Demand:

* Provides a cushion against variability in demand, lead times, or supply disruptions.
* Enables consistent product availability even when production or delivery is delayed.
* Balances the trade-off between holding costs and service level performance.

Techniques Used:

* Safety Stock:Holding a reserve inventory to protect against demand or supply uncertainty.
* Reorder Point Systems:Automatic replenishment based on real-time stock levels and demand rates.
* ABC Inventory Classification:Focusing management attention on high-value or high-impact items.
* Just-in-Time (JIT) and Kanban:Minimising stock while ensuring flow through controlled replenishment triggers.

Example:

A stationery supplier holds additional inventory of high-demand items like printer paper during the school year while maintaining leaner stock levels during quieter periods.

Elimination of Mismatch:

Properly balanced inventory reduces bothstockouts(lost sales) andoverstocking(waste and capital lock-up), maintaining alignment between supply and customer demand across varying conditions.

4. Integrated Planning and Collaboration (Supporting Element)

Although the question asks for three methods, it is important to note that these approaches are most effective when combined throughSales and Operations Planning (S&OP)- a structured, cross-functional process that integrates demand forecasting, supply capacity planning, and inventory management.

This ensures that all departments within the organisation are working toward a single, aligned plan for balancing supply and demand.

5. Summary

In summary, matching supply and demand requires astrategic, data-driven, and flexible approach.

The three key methods are:

* Demand Forecasting and Planning- to anticipate customer needs accurately.
* Flexible Supply and Capacity Management- to adjust resources in response to demand variation.
* Inventory Management and Buffering- to balance short-term mismatches and ensure continuity of service.

When integrated within a structured S&OP framework, these methods enable organisations to maintain operational efficiency, customer satisfaction, and financial stability, even in volatile market environments.

NEW QUESTION # 33
Evaluate Business Process Re-Engineering as an approach to improving operational performance.

Answer:

Explanation:
See the Explanation for complete answer.
Explanation:
Business Process Re-Engineering (BPR)is astrategic management approachthat focuses on the fundamental rethinking and radical redesignof business processes to achieve dramatic improvements in cost, quality, service, and speed.
It was popularised byHammer and Champy (1993), who defined BPR as"the fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in critical, contemporary measures of performance." Unlike continuous improvement, which seeks incremental gains, BPR involvestransformational change- challenging existing assumptions, breaking down functional silos, and redesigning workflows to createleaner, faster, and more customer-focused operations.
1. Purpose of Business Process Re-Engineering
The primary goal of BPR is to achievequantum leaps in performance, not small improvements.
It aims to:
* Eliminate non-value-adding activities (waste).
* Simplify and streamline processes.
* Reduce cost and cycle time.
* Improve quality, flexibility, and customer satisfaction.
* Leverage technologyto enable process automation and integration.
For example, in a supply chain context, BPR might involve redesigning the entire order fulfilment process - from procurement to delivery - to halve lead times and improve customer responsiveness.
2. The Business Process Re-Engineering Approach
BPR follows a structured methodology that typically includes five key stages:
Step 1: Identify and Prioritise Core Processes
Determine which processes are critical to organisational success (e.g., order fulfilment, procurement, or customer service).
Focus on processes that have the greatest impact on performance and customer value.
Step 2: Analyse Current Processes ('As-Is' Analysis)
Understand how the existing processes work, identify bottlenecks, redundancies, and inefficiencies.
Data collection, mapping, and stakeholder interviews are essential at this stage.
Step 3: Redesign Processes ('To-Be' Design)
Develop new, streamlined processes that eliminate unnecessary steps, leverage technology, and align with strategic goals.
Encourage creative thinking and cross-functional collaboration.
Step 4: Implement the Redesigned Processes
Introduce the new processes through change management, training, and communication.
Technology (e.g., ERP systems, automation tools) often plays a key role in supporting process change.
Step 5: Monitor and Review Performance
Measure the impact of the new processes using performance metrics and KPIs.
Ensure continuous feedback and refinement to sustain improvements.
3. Benefits of Business Process Re-Engineering
BPR can deliver substantial benefits when applied effectively, particularly in supply chain and operations management contexts.
(i) Dramatic Cost Reduction
By eliminating redundant steps and manual inefficiencies, BPR can significantly reduce operational costs.
Example:Automating order entry and invoicing processes can reduce administrative overheads.
(ii) Improved Process Efficiency and Speed
Streamlined workflows and digital integration reduce lead times, eliminate bottlenecks, and accelerate decision-making.
Example:Redesigning procurement approval workflows can cut order cycle times by 50%.
(iii) Enhanced Customer Satisfaction
Faster, more accurate, and transparent processes improve service delivery and responsiveness.
Example:A re-engineered returns management process in e-commerce leads to quicker refunds and happier customers.
(iv) Better Use of Technology
BPR often leverages IT systems such asERP, MRP, or CRMplatforms to integrate processes and data across the organisation, enabling real-time visibility and analytics.
(v) Increased Flexibility and Innovation
By eliminating outdated practices, BPR creates agile, adaptive processes that respond better to changing business environments.
4. Limitations and Challenges of Business Process Re-Engineering
While the potential benefits are significant, BPR also presents major challenges and risks if not managed carefully.

(i) High Implementation Cost and Disruption
BPR often involves major system changes, restructuring, and retraining.
This can be expensive, time-consuming, and disruptive to daily operations.
Example:Replacing multiple legacy systems with a single ERP platform requires extensive investment and downtime.
(ii) Employee Resistance to Change
Because BPR involves radical transformation, it can face strong resistance from employees accustomed to existing ways of working.
Without effective communication and involvement, morale may suffer.
Example:Staff who feel excluded from the redesign process may resist adopting new procedures.
(iii) Risk of Overemphasis on Technology
Many BPR projects fail when organisations focus too heavily on technology rather than aligning it with process and people changes.
Technology shouldenable, notdictate, process design.
(iv) Complexity and Implementation Failure
BPR projects often fail due to poor planning, unrealistic expectations, or lack of executive sponsorship.
If not managed properly, organisations may end up with fragmented processes rather than integrated improvements.
(v) Potential Short-Term Productivity Loss
During transition periods, productivity may temporarily decline as employees adapt to new workflows and systems.
5. Success Factors for Effective BPR Implementation
To maximise success and mitigate risks, organisations should follow key best practices:
Success Factor
Description
Strong Leadership and Vision
Executive sponsorship ensures clear direction and commitment.
Cross-Functional Collaboration
Involving all stakeholders promotes buy-in and process alignment.
Customer Focus
Redesign should prioritise customer value and satisfaction.
Effective Change Management
Communication, training, and stakeholder engagement are critical.
Appropriate Use of Technology
IT systems should support, not drive, the re-engineering process.
Continuous Monitoring and Feedback
Performance metrics and KPIs help sustain long-term improvements.
6. Comparison: BPR vs. Continuous Improvement
Aspect
Business Process Re-Engineering (BPR)
Continuous Improvement (Kaizen)
Nature of Change
Radical and transformational
Incremental and gradual
Timeframe
Short-term, high impact
Long-term, ongoing
Risk Level
High (potential disruption)
Lower, manageable
Focus
End-to-end process redesign
Small, step-by-step enhancements
Suitable For
Organisations needing major overhaul
Stable organisations seeking efficiency gains
Evaluation:
BPR is best suited for organisations facing major challenges such asinefficiency, outdated systems, or poor customer performance, whereas continuous improvement is better forincremental optimisationof already stable processes.
7. Strategic Evaluation of BPR
Advantages:
* Achievesrapid and significant improvementsin cost, speed, and service.
* Encouragesinnovation and creativityin process design.
* Enablesstrategic alignmentbetween operations and business objectives.
Disadvantages:
* Risk of failure if poorly executed or unsupported by leadership.

* Can createemployee resistance and cultural disruption.
* Requiressignificant investmentin technology and change management.
8. Summary
In summary,Business Process Re-Engineering (BPR)is a powerful approach to improving operational performance by radically redesigning processes to achieve breakthrough improvements in cost, quality, service, and speed.
When executed effectively, BPR can transform an organisation's efficiency, responsiveness, and customer satisfaction.
However, its success depends onclear strategic vision, strong leadership, stakeholder engagement, and alignment between process, people, and technology.
While BPR offers substantial benefits, it carries high risks and costs - and therefore should be applied selectively, particularly when incremental improvements are insufficient to achieve the desired level of performance.
When implemented successfully, BPR can be acatalyst for competitive advantageand long-term operational excellence.

NEW QUESTION # 34
Discuss the impact of globalisation on supply chains.

Answer:

Explanation:
See the Explanation for complete answer.
Explanation:
Globalisationrefers to the increasing interconnectedness and interdependence of economies, markets, and people across the world.
In the context of supply chain management, it means that goods, services, capital, and information now flow freely across borders, allowing organisations to operate on a truly international scale.
While globalisation has brought significant opportunities for efficiency, market access, and innovation, it has also introduced new complexities, risks, and ethical responsibilities that supply chain managers must manage strategically.
1. Positive Impacts of Globalisation on Supply Chains
(i) Access to Global Markets and Customers
Globalisation allows companies to sell to new markets and expand their customer base beyond domestic borders. This drives growth, diversification, and higher profitability.
Example:A UK-based manufacturer can sell products to Asia, Africa, and North America through global distribution channels and e-commerce platforms.
(ii) Global Sourcing and Cost Advantages
One of the most significant effects of globalisation is the ability to source materials and components from low- cost countries.
Organisations can leverage comparative advantages in labour, raw materials, and production costs.
Example:Apparel and consumer goods companies sourcing from China, Vietnam, or Bangladesh to achieve lower production costs.
(iii) Specialisation and Economies of Scale
Globalisation enables firms and regions to specialise in what they do best, improving productivity and efficiency.
By concentrating production in specific locations and consolidating logistics, organisations can achieve economies of scale, lower unit costs, and standardised quality.
(iv) Technological Integration and Digital Connectivity
Advances in communication and digital technology - a direct outcome of globalisation - have enhanced supply chain visibility, coordination, and responsiveness.
Real-time tracking, ERP systems, and data analytics allow global supply chains to function seamlessly across continents.
(v) Innovation and Knowledge Transfer
Global partnerships promote innovation through shared knowledge, research collaboration, and exposure to diverse practices.
Multinational enterprises often adopt best practices learned in one region and apply them globally, improving overall efficiency and competitiveness.
2. Negative Impacts of Globalisation on Supply Chains
(i) Increased Supply Chain Complexity
Operating across multiple countries introduces complexity in logistics, customs, tariffs, language, and culture.
Managing extended supply chains requires sophisticated systems and coordination to maintain efficiency and compliance.
(ii) Exposure to Political and Economic Risks
Global supply chains are highly vulnerable to geopolitical instability, trade wars, sanctions, and currency fluctuations.
Example:Brexit, the U.S.-China trade tensions, and conflicts such as the Russia-Ukraine war have disrupted global supply routes and increased costs.
(iii) Supply Chain Disruptions and Vulnerability
Globalisation has led to long, multi-tiered supply chains that are sensitive to disruptions. Events such as pandemics (e.g., COVID-19), port congestion, and natural disasters can cause severe global shortages.
The COVID-19 crisis exposed overdependence on single countries for critical products like semiconductors and medical supplies.
(iv) Environmental Impact

Global transportation networks contribute to significant carbon emissions. The environmental cost of shipping and air freight conflicts with sustainability objectives, leading to pressure for greener logistics solutions.
Sourcing materials globally also increases ecological footprints through deforestation, pollution, and resource depletion.
(v) Ethical and Social Challenges
Globalisation raises concerns about labour exploitation, unsafe working conditions, and human rights violations in developing countries.
Organisations are now held accountable for ethical sourcing, fair trade, and modern slavery compliance across global supply networks.
(vi) Supply Chain Visibility and Control Issues
As supply chains extend across continents and multiple tiers of suppliers, maintaining visibility becomes more difficult. A lack of transparency can lead to compliance failures, quality problems, or reputational damage.
3. Strategic Responses to Globalisation
To manage the effects of globalisation, organisations are adopting new strategies such as:
(i) Regionalisation and Nearshoring
Reducing dependency on distant suppliers by bringing production closer to key markets, improving agility and reducing transport emissions.
(ii) Supplier Diversification and Risk Management
Building a multi-source strategy to avoid overreliance on a single country or region.
(iii) Investment in Digital Supply Chain Technology
Adopting blockchain, AI, and IoT to improve visibility, traceability, and real-time decision-making across global networks.
(iv) Sustainability and Ethical Sourcing Initiatives
Implementing environmental, social, and governance (ESG) standards to ensure responsible global operations.
(v) Strategic Collaboration and Relationship Management
Strengthening long-term partnerships with suppliers and logistics providers to build trust, transparency, and mutual resilience.
4. Advantages and Disadvantages Summary
Advantages
Disadvantages
Access to global suppliers and customers
Greater risk exposure (political, economic, environmental)
Lower production and sourcing costs
Longer, more complex supply chains
Innovation and knowledge exchange
Visibility and ethical compliance challenges
Economies of scale
Environmental impact from global logistics
Diversification and growth
Increased disruption risk from global events
5. Summary
In summary,globalisationhas profoundly reshaped supply chain management. It has expanded market opportunities, improved efficiency, and driven innovation - but at the same time introduced complexity, ethical challenges, and risk exposure.
To succeed in a globalised world, supply chain professionals must adoptstrategic, technology-enabled, and sustainable approachesthat balance cost efficiency with resilience and corporate responsibility.
Effective global supply chains are those that areintegrated, transparent, agile, and ethical, ensuring long- term competitiveness in an increasingly interconnected world.

NEW QUESTION # 35
Describe 4 internal and 4 external risks that can affect the supply chain. How should a supply chain manager deal with risks?

Answer:

Explanation:
See the Explanation for complete answer.
Explanation:
Supply chains operate within complex global networks and are exposed to a wide range of internal and external risks that can disrupt operations, increase costs, and damage reputation.
A strategic supply chain manager must identify, assess, and mitigate these risks proactively to ensure resilience and continuity.
1. Internal Risks
(i) Process Risk
This arises from inefficiencies or failures in internal processes such as production, quality control, or logistics.

Examples include machinery breakdowns, inaccurate demand forecasting, or delays in internal approvals.
Such risks can lead to stockouts, increased costs, and loss of customer trust.
Management approach:Apply process mapping, continuous improvement (Kaizen), and quality management systems (ISO 9001) to minimise process variability and strengthen internal controls.
(ii) Resource Risk
Internal resource shortages-such as lack of skilled labour, insufficient raw materials, or financial constraints-can affect production capacity.
Management approach:Build flexible workforce planning, maintain adequate working capital, and develop dual sourcing strategies to ensure material availability.
(iii) Information and Systems Risk
Failures in IT systems, cyber-attacks, data loss, or inaccurate information flows can paralyse decision-making and disrupt coordination with suppliers and customers.
Management approach:Invest in robust IT infrastructure, implement cybersecurity measures, and maintain real-time visibility through digital supply chain platforms.
(iv) Management and Governance Risk
Poor leadership, unclear accountability, or lack of cross-functional coordination can lead to strategic misalignment and poor risk responses.
Management approach:Strengthen governance frameworks, develop a risk-aware culture, and ensure alignment between corporate and supply chain objectives.
2. External Risks
(i) Supplier Risk
This occurs when suppliers fail to deliver goods on time, provide substandard quality, or experience financial or operational failure. This can interrupt production and increase procurement costs.
Management approach:Conduct supplier audits, develop long-term partnerships, use supplier scorecards, and establish contingency suppliers to reduce dependency.
(ii) Political and Regulatory Risk
Changes in trade laws, tariffs, sanctions, or political instability in supplier countries can disrupt international supply chains.
Management approach:Diversify sourcing across multiple regions, monitor geopolitical developments, and ensure compliance with international trade regulations.
(iii) Environmental and Natural Disaster Risk
Events such as earthquakes, floods, pandemics, or extreme weather conditions can damage infrastructure and delay logistics.
Management approach:Develop business continuity and disaster recovery plans, maintain safety stock in strategic locations, and invest in supply chain visibility tools.
(iv) Market and Demand Risk
Volatility in customer demand, changes in consumer preferences, or competitor actions can result in excess inventory or lost sales.
Management approach:Use demand forecasting tools, scenario planning, and agile supply chain models to adapt quickly to market changes.
3. How a Supply Chain Manager Should Deal with Risks
A strategic supply chain manager must apply astructured risk management processto anticipate, evaluate, and mitigate risks effectively. The following steps are aligned with professional best practice:
* Risk Identification:Map the end-to-end supply chain to identify potential sources of risk-internal and external-across procurement, logistics, operations, and distribution. Tools such as risk registers and failure mode and effects analysis (FMEA) can be used.
* Risk Assessment and Prioritisation:Evaluate the likelihood and potential impact of each risk using qualitative and quantitative tools. A risk matrix or heat map helps prioritise critical risks that require immediate attention.
* Risk Mitigation and Control:Develop mitigation strategies such as dual sourcing, buffer stock, supplier diversification, or investment in digital monitoring. Risk-sharing mechanisms such as insurance or long-term contracts can also be applied.
* Monitoring and Review:Continuously monitor key risk indicators and reassess risks as markets and conditions change. Regular reviews ensure the risk management framework remains effective and aligned with corporate strategy.
* Building Supply Chain Resilience:Beyond risk avoidance, supply chain managers should focus on resilience-creating flexibility, transparency, and adaptability across the network to recover quickly from disruptions.
Summary
In summary, internal risks stem from factors within the organisation-such as process inefficiencies, information system failures, or management weaknesses-while external risks arise from suppliers, markets, politics, and the environment.
An effective supply chain manager manages these throughsystematic risk identification, assessment, mitigation, and continuous monitoring, ensuring the supply chain remains resilient, cost-effective, and aligned with the organisation's strategic objectives.

NEW QUESTION # 36
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