Dear BLM322S students

It was a pleasure being your tutor marker for this course. Though, we never had classes; the hunger you have showed for learning through your assignments is highly commendable. I wish you the very best in your exams and future endeavours. Herewith find the feedback for the two assignments.

Scholarly yours,

Dr Asa

Assignment 1

Question 1

- Demand forecasting
- Site selection and facility design
- Procurement
- Materials handling
- Packaging
- Warehouse management
- Inventory management
- Order processing
- Logistics communications
- Transport
- Reverse logistics and customer service
Question 2

- Where is the business trying to get to in the long term? (direction)
- What products or services will be offered?
- Which markets should a business compete in? (markets; scope)
- What kinds of activities are involved in these markets?

Question 3

- Failure to define objectives correctly
- Lack of focus
- Overestimation of resource competence
- Failure to co-ordinate
- Failure to obtain employee commitment
- Underestimation of time requirements
- Failure to follow the plan
- Failure to manage change
- Poor communications

Question 4

Figure 3.7 Example of a SWOT analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Could be (excellence):</td>
<td>Could be (inadequacy):</td>
</tr>
<tr>
<td>specialist expertise</td>
<td>lack of export expertise</td>
</tr>
<tr>
<td>a new, innovative service</td>
<td>undifferentiated products or services (i.e. in relation to competitors)</td>
</tr>
<tr>
<td>location of the business</td>
<td>location of suppliers</td>
</tr>
<tr>
<td>quality processes and procedures</td>
<td>poor quality goods or services</td>
</tr>
<tr>
<td></td>
<td>damaged reputation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Could be (favourable impact):</td>
<td>Could be (unfavourable impact):</td>
</tr>
<tr>
<td>a developing market, such as the Internet</td>
<td>a new competitor</td>
</tr>
<tr>
<td>strategic alliances</td>
<td>price wars with competitors</td>
</tr>
<tr>
<td>moving into new market segments that offer improved profits</td>
<td>a competitor has a new, innovative service</td>
</tr>
<tr>
<td>a new international market</td>
<td>competitors have superior access to channels of distribution</td>
</tr>
<tr>
<td>a market vacated by an ineffective competitor</td>
<td>taxation is introduced on product or service</td>
</tr>
</tbody>
</table>
Question 5

- Administers trade agreements
- Creates forum for trade negotiations
- Settles trade disputes
- Helps keep trade flowing (removes trade disputes – a potential cause of wars)
- Disputes handled constructively
- Rules make trading simpler
- Free trade reduces costs
- Greater choice of products
- Trade raises incomes
- Stimulates economic growth
- More efficient
- Governments not lobbied as consensus

Reviews national trade policies
- Encourages good government

Assignment 2

Question 1

- Problem identification
- Systems modelling
- Generating alternative solutions
- Evaluation
- System selection
- Implementation
- Monitoring and review
Question 2

- Pre-transaction component
- Transaction component
- Post-transaction component

[You are required to expand on the above]

Question 3

- Quality inspection: verifying final quality
- Quality control: inspection and corrective action
- Quality assurance: quality planned and designed
- Total quality management (TQM): company-wide quality focus

Question 4

- Raw materials inventory
- Work-in-process inventory
- Finished goods inventory

[You are required to expand on the above].

Question 5

- Assessment of the business’s current situation
- Vision of the business in a couple of years’ time
- Mission/purpose statement
- Statement of corporate values and beliefs
- Determining key objectives and goals
- Identifying key strategies and major focus areas
- Defining strategic action plans

The End