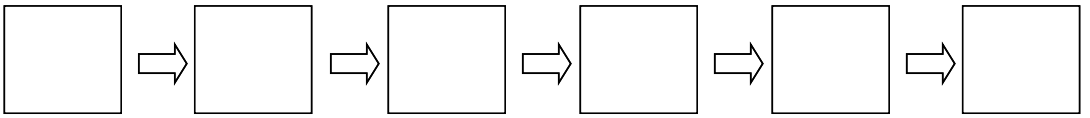
Supply Chain Game



Today, not only individual companies compete on the market. The whole supply chain within which the company operates competes with other supply chains more and more. It is the effectiveness of the complete supply chain that counts. Supply chains are complex. The problem is that the working if individual companies along a supply chain are often invisible to the other companies along the chain. By looking at the whole supply chain the potentials, problems and possibilities will be visible.

The game aims to build a deep insight of the complexity of the entire supply chain by simulating the performance of the customer – retailer – distributor – manufacturer – supplier. The effect of decisions and activities taken by each actor can be seen and discussed in a non-threatening but fun way. Simulated changes are: Pull, EDI *(electronic data interchange)*, Flexibility and Lead time reduction, VMI *(vendor managed inventory)*, Cross-docking, EPOS *(electronic point of sales)*, etc.

As a result of the workshop the participants will have a common understanding of:
1. How to design a modern and competitive supply chain
2. Methods and tools and how they co-operate
3. Steps in an improvement process

By playing the game the participants start to develop. Three points distinguish this game from others – participants are involved in the actual decision-making, multiple products, and uncertain demands. The game is therefore closer to reality than other simpler games. This will stimulate the participants to create a vision for their own organization's role in their supply chains.

Purpose

The Supply Cain Game visualize and let participants experiment with and understand better tools and methods such as:

- Pull
- EDI *(electronic data interchange)*
- Flexibility and its impact on efficient Supply Chains
- Lead time reduction and its impact on efficient Supply Chains
- VMI *(vendor managed inventory)*
- Cross-docking
- EPOS *(electronic point of sales)*
- "Value Stream Mapping"