
THE MISSION

Welcome

Welcome and thanks for being a part of The Fresh Connection! Together with your teammates, you will be in charge of the fruit juice producer The Fresh Connection. If you make the right decisions, you will save the company from going under. Things have been going badly at The Fresh Connection for some time now – it's running at a loss, customers are complaining bitterly about poor service levels and in the meantime the warehouses are bursting at the seams with stock. In short, something's got to be done. Will you be the one to save The Fresh Connection?

Roles and responsibilities

The company is run together with three other teammates. You make up the management team of The Fresh Connection. Each team member has a specific role: VP (vice-president) Purchasing, VP Operations, VP Sales or VP Supply Chain Management. All team members have their own responsibilities in terms of the role they assume, allowing them to also make their own decisions. However, as a great philosopher once said: 'Together is not alone'. Cooperation is the key to saving The Fresh Connection from going under.

VP Purchasing

The VP Purchasing is responsible for purchasing the components. He/she negotiates the terms of supply and the price with suppliers, and can terminate existing contracts and conclude new ones. The VP Purchasing plays a crucial role in the game. By choosing suppliers who offer favourable terms, low prices and a high level of reliability, the total purchasing costs are kept under control, stocks stay low and reliability of delivery for components to production is high.

VP Operations

The VP Operations is in charge of the production facilities and the warehouses. He/she orchestrates the work shifts and ensures that the staff are trained. He also decides on the space and manpower deployed in the warehouses. The VP Operations can make or break the game for the entire team. By ensuring that the production system remains flexible, production costs are low and reliability high, the total production costs are controlled while product availability is high.

VP Sales

Product sales are overseen by the VP Sales. He/she negotiates The Fresh Connection's terms of delivery with the customers. Things such as the service level, promotional pressures and the sales volume rebate are all negotiable. The VP Sales plays an extremely important role in the game and his bargaining can result in a high sales price - as long as The Fresh Connection can keep its promises. And sales are, of course, the launch pad for profits!

VP Supply Chain Management

The VP Supply Chain Management is the glue that holds the other roles together. By devising a supply chain strategy and undertaking intelligent inventory planning, the VP Supply Chain Management plays a decisive role in the team. He/she can ensure that unreliable suppliers or production facilities are covered by strategically deployed safety stock, ensuring that the company keeps its promises to the customer.

Strategy

Each team member can make decisions individually, but as a team you need a good strategy to achieve the best results. It is not advisable, for example, for the VP Sales to agree to high service levels with the customer, while the VP Supply Chain Management is cutting back on stock! That's why it's essential you always discuss your decisions with each other.

Further reading

We advise you to also read *The Company*, where you can delve into the workings of The Fresh Connection's supply chain. You will then have an idea of the things you must take into consideration.