

Supply Chain Business Project Proposal

Introduction

We are seeking a business to partner with in conducting a semester project applying academic models, theories and methodologies to a real business context as part of the MSc – Economics & Business Administration – Supply Chain Management Programme at CBS (Cand.merc-SCM).

Project Scope + Timeline

The project encompasses a 40-page academic report. The topic of the project will be demand forecasting and/or related issues (safety stocks, ABS-analysis or similar, depending on what would be relevant for the partner).

In a business partner we are seeking;

- Access to historical sales data (preferably 6 months back or more)
- Interview with 2-3 relevant employees (maximum length is 1 hour per interview).

Ideally, we want to conduct the interviews and collect the sales data in April. The writing will take place in May.

A more comprehensive timeline is attached.

	March	April	May	June
Phase 1 - Planning				
Define project theme	█			
Identify project business partner	█			
Build project methodology and framework		█		
Phase 2 - Data Collection & Analysis				
Conduct interviews		█		
Collect demand data		█		
Analyse interviews			█	
Analyse demand data & build models			█	
Phase 3 - Product Delivery				
Produce written project (40 pages)			█	
Produce executive summary				█
Present executive summary with concrete recommendations to business partner				█

Your Outcome

Besides an executive summary, your outcome of the collaboration will be;

- Concrete recommendation of best forecasting method for your business
- Estimation of future demand

Confidentiality Agreement

The data will be treated with confidentiality and to ensure both parties, a confidentiality agreement can be signed if needed.

Student Group:

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