**PART 1 (4 pages)**

**OVERVIEW OF THE SESSION LONG PROJECT (SLP)**

This Session Long Project is about the Supply Chain. It is divided into 5 assignments just like all other SLPs at TUI. Each assignment focuses on a different aspect of the Supply Chain: SLP1 is focusing on a specific product, the producer of that product, and the key competitors in that industry as well as the suppliers and customers of the target company. SLP2 extends the Supply Chain discussed in SLP1 into what is known as the Extended Enterprise Supply Chain, which explodes the supplier channels all the way back to the Raw Materials and those industries which provide the raw materials. And it explodes the Customers frontwards all the way to the Retail and consumer. SLP3 then looks at this EESC and identifies the transportation methods used and where the three modes of water, rail, and road are key aspects. SLP4 then explores the EESC to identify the issues with the environment and sustainability. The last SLP looks at the whole infrastructure of the U.S. including the transportation network, energy, and communications and discusses the state of the infrastructure and possible solutions for its improvement.

**SLP1 - the Primary Supply Chain**

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| WANT TO REVIEW ABOUT HOW TO RESEARCH AND WRITE ACADEMIC PAPERS?This SLP, like most other SLPs in TUI courses, requires research and writing academic papers. You need to know how to use and cite references correctly. You learned how to do this ETH501.But just in case you need a refresher, here are two links to help you.TUI's [Well Written Paper](http://www.trident.edu/files/Well-Written-Paper.pdf)Purdue's [Online Writing Library (OWL)](http://owl.english.purdue.edu/owl/resource/589/1/) |

**READ THE RESOUCES FOR SLP1 IN THE BACKGROUND PAGE.**

For this first SLP you will choose a product and a company that you will use throughout all of the SLPs.

1. Choose a consumer product – one of these:

* Barbeque grill, (Choose this one)
* leather jacket,
* baby stroller
* potato chips,
* hockey stick, or
* concrete block.

2. Choose a company that produces this product in the USA (materials may come from abroad). **You will research this product, company and the industry and the related Supply Chain.**

You can go to several websites to find out how the product is made and what the corresponding materials are that are needed to produce it:

[www.madehow.com](http://www.madehow.com/), and <http://en.wikipedia.org/wiki/Main_Page> are two possible websites. There are others if you search for them.

Once you have chosen a product, you can search for a company that produces this product. Then you can research this company and the specific brand. Search the company’s website. If it is a publicly held company you can find its 10k report for good information. And also search ProQuest for articles about this company.

**What is the size of the market for this general product, e.g. how many of these are sold or the total sales of these per year at the retail level?**

**What is the brand of the product and the company you are focusing on and what is its market share for this product? What are the locations of the company in the US?**

3. Then research the competition for this product

**What are 3 – 5 competitors of this company and their market share for their brands?**

**4**. Now research the supply chain:

**Upstream Supply Chain. What are the key supplies and materials needed to produce this product? Include not only the materials that go into the product, but also any packaging that is needed. Identify as many of the actual supplier companies as you can and where they are located in the U.S.**

**Downstream Supply Chain. What are the customers of this company/industry? Do they sell to distributors, wholesalers, retailers? Identify as many customers as you can and where they are located in the U.S.**

**Generate a diagram of this Supply Chain including the specific company/industry and showing the suppliers and customers.**

**ASSIGNMENT:** Choose a product from the list and find a company that produces this product in the USA. Research this company and this product. Identify the size of the market. Identify the

 **ASSIGNMENT EXPECTATIONS:** The paper should include:major locations of the company. Identify key competitors in the industry. Identify key components, materials and packaging needed to produce this product. Identify key upstream and downstream aspects of the supply chain and locations of suppliers and customers. Discuss this supply chain. Generate a diagram of the SC.

* Background: review and discuss the product, company, and industry
* Diagram: Include a diagram of the Supply Chain
* Industry Competitors: Identify the competitors to the target company and the competing brands.
* Supply Chain Discussion: Discuss key upstream (supplies/suppliers) and downstream (customers) aspects of the SC and locations of each.
* Clarity and Organization: The paper should be well organized and clearly discuss the various topics and issues in depth and breadth.
* Use of references and citations: at least four (4) proper references should be used correctly, cited in the text, and listed in the references using an appropriate style; It is not necessary to use APA format, but it is suggested that this format be used or another format similar.
* Length: The paper should be three to four pages – the body of the paper excluding title page and references page.

**PART 2 (3-4 Page) SLP2 - the Extended Enterprise Supply Chain (EESC)**

**SLP2 - the Extended Enterprise Supply Chain (EESC)**

**READ THE RESOUCES FOR SLP2 IN THE BACKGROUND PAGE.**

**In this SLP, you will be developing the Extended Enterprise Supply Chain (EESC).** Stay with the product, company and industry you chose in SLP1. You will extend the supply chain all the way back (upstream) to the RAW materials needed to produce this product and to package it. Then you will extend the supply chain forward (downstream) all the way to the RETAIL industry that sells to the consumer.

Backward explosion of the EESC (upstream). Identify the materials needed to produce this product and the materials needed to package this product. Identify how these materials are produced, and what is needed to produce them. Then go back another step, identifying the materials needed. Do this backward stepping until you come to basic RAW materials. These will most likely be generated by Agriculture, Forestry, Fishing, Hunting, Mining, Quarrying and Oil/Gas Extraction.

Forward explosion of the EESC (downstream). Start with the customers of your target company and the industry. Identify their customers. Are these Wholesale or Distribution? Then repeat this by identifying the next level of customers. Do this forward stepping until you come to the RETAIL level – the companies that sell to the consumer. Identify the types of Retail businesses – what kind of businesses are there? Be specific. Identify as many kinds of retail as possible. Include online/websites, if the product is sold this way.

Generate a diagram that shows the whole EESC from RAW to RETAIL.

Identify and discuss the various industries throughout this EESC. What are the major locations for each of these industries? Where in the US are they located? Where in the world are they located? Is anyone of the upstream industries a bottleneck? Are there any specific issues within this EESC, such as legalities, shortages, changing technologies, etc.?

**ASSIGNMENT:** Use the product, company, and industry you chose in SLP1. Generate the EESC for this product, from RAW to RETAIL. Create a diagram showing the EESC and the branches of the various RAW supplies and industries that converge on the production industry of the product that flows through wholesale/distribution to RETAIL. Write a paper that identifies and discusses the various industries from RAW to RETAIL. Include information about primary locations of the various industries in the US and abroad. Include discussion about various issues that occur in the EESC including the bottleneck industry.

**ASSIGNMENT EXPECTATIONS:** The paper should include:

* Background: **Briefly** review and discuss the product, company, and industry
* Diagram: Include a diagram of the EESC
* EESC Overview: Identify each industry in the EESC
* EESC Discussion: Discuss each industry in the EESC and major locations of each. Identify and discuss the bottleneck industry. Identify and discuss any issues in the EESC.
* Clarity and Organization: The paper should be well organized and clearly discuss the various topics and issues in depth and breadth.
* Use of references and citations: at least four (4) proper references should be used correctly, cited in the text, and listed in the references using an appropriate style; It is not necessary to use APA format, but it is suggested that this format be used or another format similar.

**Part 3 SLP3 - Transportation in the Supply Chain (3-4 Pages)**

**SLP3 - Transportation in the Supply Chain**

In this SLP you will identify where the major transportation modes are used in the EESC from SLP3: rail, inland water, ocean steamer, and/or OTR.

There are five basic transportation modes: rail, inland water ways, ocean, over-the-road, and air. We will not be concerned about air transport in this SLP as it is the least used and most expensive in general supply chain transportation.

Review and read these resources on these three transportation modes: rail, inland water, and OTR. Ocean is not included in these readings since it is mainly used for importing and exporting. This will be covered in more detail in LOG502. But you are asked to identify where ocean transport is used, but not in detail.

**RESOURCES - SEE SLP3 RESOURCES IN BACKGROUND PAGE**

**ASSIGNMENT:** Review the EESC from SLP2. Identify in the EESC where each of the four modes of transportation are used: rail, inland water, ocean, and OTR. You can use topic headings for each mode. Identify the materials being transported from which industry to which industry. Discuss why this mode is being used and what the costs are on a per ton-mile basis.

**ASSIGNMENT EXPECTATIONS:** the paper should include:

* Background: **Briefly** review and discuss the targeted product, company, and industry
* Diagram: Include the diagram of the EESC
* Transportation Discussion: Discuss each of the four transportation modes (rail, inland water, ocean, OTR) in the EESC and where each one is used. Discuss why this mode is used and the costs of using.
* Clarity and Organization: The paper should be well organized and clearly discuss the various topics and issues in depth and breadth.
* Use of references and citations: at least six (6) proper references should be used correctly, cited in the text, and listed in the references using an appropriate style; It is not necessary to use APA format, but it is suggested that this format be used or another format similar.
* Length: The paper should be three to four pages – the body of the paper excluding title page and references page.

**PART 4 SLP 4 – Sustainability (3-4 Pages)**

**SLP 4 - Sustainability**

In this SLP you will identify issues with the environment in the EESC you have been exploring. What is the Impact on Energy, water, Air, and Land? Identify such issues as pollutants, scarcity, wastes and recycling, etc.

**You should choose three of the industries identified and at least one of the transportation modes from your EESC. Then research these industries and transportation modes to discover issues with the environment.**

**You can focus on specific companies as well as the general industries.**

**Discuss these issues and what is being done to prevent negative impact and improve positive impact and sustainability of the environment and resources.**

**ASSIGNMENT:** Review the EESC you have been discussing. Identify at least three industries and at least one transportation mode in this EESC to research for environmental issues. Research issues regarding impact on energy, water, air, and land, pertaining to pollution, waste, scarcity, recycling, etc. Information can pertain to the industries and specific companies in those industries. Discuss these issues and what is being done to prevent negative impact and improve positive impact and sustainability of the environment and resources.

**ASSIGNMENT EXPECTATIONS:** the paper should include:

* Background: **Briefly** review and discuss the targeted product, company, and industry
* Diagram: Include the diagram of the EESC
* Identify industries and transportation modes: **Briefly** discuss each of the identified industries and transportation modes.
* Discuss environmental issues: discusses issues and actions regarding environment and sustainability for each industry and transportation mode identified.
* Clarity and Organization: The paper should be well organized and clearly discuss the various topics and issues in depth and breadth.
* Use of references and citations: at least six (6) proper references should be used correctly, cited in the text, and listed in the references using an appropriate style; It is not necessary to use APA format, but it is suggested that this format be used or another format similar.
* Length: The paper should be three to four pages – the body of the paper excluding title page and references page.

## Part 5 SLP 5: US Infrastucture (3-4 pages)

## SLP 5: US Infrastucture

This final SLP assignment is going to provide you the opportunity to explore a challenge in the area of logistics. You have now gained an understanding of supply chains and issues that occur within a specific extended set of enterprises. And these enterprises all depend on infrastructure within the US and its cities for logistics and logistical support. The number 4 challenge on a list of ten, as reported by DC Velocity (<http://www.dcvelocity.com/>), is “The nation's deteriorating infrastructure”.

Lynch, Clifford. (2010). **Top Ten Logistics Challenges for 2011 (and Beyond)** . Retrieved from <http://www.dcvelocity.com/articles/2010121310_logistics_challenges_in_2011/>

**ASSIGNMENT:** Your challenge is to **independently research** this key logistics issue and report on it. Define the problem and its scope, and **provide some possible solutions**. Write an SLP paper that follows the guidelines and expectations.

**ASSIGNMENT EXPECTATIONS:** The report should thoroughly address these aspects in depth and breadth:

* Problem situation: clearly elucidate the problem situation
* Assumptions: what are the assumptions about this issue and your critical evaluation
* Possible Solutions: articulate some solutions
* Evidence & Explanation: clear reasoning as to why these solutions will work. Elucidate your evidence coherently
* Clarity & Organization: well-formed sentences and paragraphs, well organized with flow of reason, and good use of language that pertain to concepts and terminology
* Use of references & Citations: at least five (5) proper references should be used correctly, cited in the text, and listed in the references using an appropriate style; It is not necessary to use APA format, but it is suggested that this format be used or another format similar.
* Length: The paper should be three to four pages – the body of the paper excluding title page and references page.