

The background of the slide is a blurred photograph of a group of students in a classroom or meeting room. Some students are looking towards a screen on the left, while others are engaged in conversation. The overall atmosphere is one of active learning and collaboration.

# THE FRESH CONNECTION

## The Fresh Connection

The ultimate value chain experience

The Fresh Connection allows you to achieve a perfect balance between methodology and a practical approach. This cross functional business simulation pushes students to develop critical skills when dealing with supply chain best practices from theory and real life.

## The ultimate value chain experience

### The Fresh Connection

The Fresh Connection is a web-based business simulation, engaging participants to work together as a team to make strategic decisions in the management of a fictitious manufacturing company that produces fruit juice. The cross functional business simulation pushes students to develop critical skills when dealing with supply chain and experience the use of best practices to real life challenges.

### Objective

The Fresh Connection is a different way of learning that puts participants at the heart of a lifelike simulation so they can experience the impact of every decision they make, not just in their own 'silo' but across the business.

It focuses on the role of the game in education and in research. Most notably the game permits exposure to a wide range of integrated decision-making contexts discussed in the extant literature and augments this learning through group processes. This permits the formal consideration of group dynamics, creating an environment where silo functions need to dissipate to allow a common business strategy to bloom.

Experience the power of true alignment and a well articulated supply chain strategy, supported by tactical skills and knowledge. Tear down functional silos and create the right cross functional mindset. Dive into S&OP, shelf-life, safety stock, SLAs, and more.

### The Ultimate Value Chain Experience

The Fresh Connection is a state-of-the art online business simulation. It is also the name of a fictional fruit juice producer that is in dire need of turn around.

- Highly interactive web-based business simulation
- Sophisticated experiential learning tool
- Rewarding team building opportunity
- Advanced way to make collaboration measurable
- Proven method to initiate change
- Opportunity to increase cross-functional awareness
- Leading tool to optimize



### Knowledge Base

- Sales & Operations Planning
- Strategic Alignment
- Productivity
- Procurement & Supplier Lifecycle Management
- Service Level Agreements
- Inventory Management

### Learning objectives

- Bridging the S&OP cycles
- Trade-offs in supply chain differentiators
- Alignment and cross functional collaboration
- Understand the importance of a supply chain strategy
- Translate strategy into action
- Supply Chain Risk Management
- Build internal or external teams
- Appreciate cross-functional trade-offs in the value chain
- Learn how to manage risks in the supply chain in a coordinated way
- Experience the power of a well-designed set of KPIs
- Bridge procurement, operations, supply chain, and sales to financials



## The ultimate value chain experience

### Game setup

Game setup in a nutshell entails participants playing the online simulation in teams of 4 people; either virtually or in classroom setting. Each of the team members take up one of the four VP roles available in each simulation. The teams are challenged to manage a virtual company and consider corporate strategy and business objectives. Our simulations provide the ultimate learning experience using best practices from theory and real life.

### Key Take Aways

- EXPERIENCE the impact of value chain management on business performance in a competitive simulation environment. See the positive effects of creating alignment and breaking down functional silos.
- WORK TOGETHER in teams of 4 to manage the end-to-end value chain.
- LEARN & DEVELOP by drawing out key challenges and issues in team dynamics and value chain trade-offs.



### Roles

Teams will experience the impact of every decision they make, not just in their own functional 'silo' but across their business, and the entire value chain!

#### VP Sales

is responsible for negotiating terms of delivery with the customers, such as the service level, promotional pressures, the sales volume rebates, and of course the sales price.

#### VP Supply Chain Management

is responsible for developing an intelligent supply chain strategy by carefully matching safety stock levels with suppliers and production facilities, in order to ensure that the company can keep its promises to the customer.

#### VP Operations

is responsible for productivity and line management. Undertaking productivity improvement initiatives and capacity planning preferences will enable a flexible, yet cost optimum production capability.

#### VP Purchasing

is responsible for choosing the suppliers and making the correct purchasing agreements. Negotiating the terms of supply will reduce costs, yet emphasis to sourcing risks should not be neglected.

### Why is The Fresh Connection different?

The Fresh Connection is a tactical and strategic game. You will be assessed in terms of the long term effects of your decisions. By participating in 'rounds' that each constitute 6 months in the company's life, participants are encouraged to be proactive and think more about long term decisions which can influence business performance and sustainability of profit, rather than focus on short term reactive measures.

With every round, you will be mentored by an experienced supply chain expert to evaluate the outcomes of your decisions and have a chance to improve your decisions for the next term.

You will also gain benefits by improving your communication and decision making skills, in an environment which is no different than your actual business life.





*Excellence is not a single act, but a habit*

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Our culture based on integrity and diligent effort, coupled with exceptional passion for delivering results enable us to retain and develop our customer base across all major industries and service sectors. Our partners around the globe with unique knowhow clusters accelerate and enhance the value of our services.

We are a team, always proud to do the right by our clients, our partners, and our communities.