

**ISyE 4803**  
**Advanced Supply Chain Logistics**  
**Fall 2009**

**Reading Assignment 9**

**Due Date: November 12, 2009**

Read the materials below in preparation for discussion in class. The questions are intended to guide your reading and thoughts, but are not the only aspects that will be discussed in class.

1. Dornier, P.P. and Ernst, R., “The Logistics Impact of the Channel Tunnel”, *Interfaces*, vol. 27, nr. 3, pp. 39–59, 1997.
  - (a) What is the earliest proposal for a tunnel under the English Channel that you can find?
  - (b) When was the first geological work for the Channel Tunnel done?
  - (c) When was the Channel Tunnel completed?
  - (d) Discuss the imbalance in freight flows between the UK and the European continent, and the impact on freight transportation prices.
  - (e) Compare the Chunnel with water transportation in terms of travel time.
  - (f) Compare the Chunnel with water transportation in terms of handling and the resulting risk of damage and loss.
  - (g) Compare the Chunnel with water transportation in terms of sensitivity to weather.
  - (h) Compare the Chunnel with water transportation in terms of cost.
  - (i) What is a roll-on, roll-off ferry?
  - (j) What is the Chunnel shuttle?
  - (k) Compare the perceptions of exporters and carriers of transportation alternatives.
  - (l) Explain the transportation alternatives depicted in Figures 4 and 5.
  - (m) Explain the transportation alternatives considered in the empirical study.
  - (n) An automobile assembler wants to have finished automobiles transported from Marseille to Birmingham. List the alternatives, and compare them qualitatively.

2. Fairchild, G.B. and Matosich, B.K., “Pizza Hut Moscow”, 1992.
- (a) What requirements did the Soviets impose on the Pizza Hut joint venture?
  - (b) Mention some of the problems encountered in Moscow by the Pizza Hut team.
  - (c) Discuss some of the supply problems encountered in Moscow by Pizza Hut.
  - (d) Mention some differences between the experiences of McDonald’s and Pizza Hut in Moscow.
  - (e) Discuss the issues regarding the exchange rate, and describe how Pizza Hut dealt with these issues.
  - (f) Mention some of the problems experienced at Pizza Hut Moscow during the initial operations.