

Homework: Logistics Overview

1. Question 12, page 26 of Business Logistics Management by Ballou.

Change the problem statement by substituting the sentence "The shirt is priced at \$15 at Chicago", instead of "The shirt is priced at \$15 at Houston." Clearly show your calculations and summarize your conclusion. For part b, list the one additional consideration that your group finds most important and explain why you consider that one the most important. Your presentation materials should be limited to a single presentation slide. Remember to be clear and succinct and to have a professional page layout.

2. Business Logistics Success or Failure Story.

Find a feature article in the general business literature of the last 12 months about a company or a major subsidiary of a company that succeeded admirably and second feature article about a company that failed miserably because of their logistics practices or logistics systems. Examples of general business literature are Business Week, Forbes, The Wall Street Journal, etc. Describe clearly and concisely the mission of the company, its logistics practices and systems, and the advantages or disadvantages of these practices, and the consequences to the company. Include the complete reference. The presentation materials should be limited to two overheads (one per company).

This homework is due on Thursday, August 31, 2000 at the beginning of the class period. Be prepared to present and discuss your answers during the class period. Prepare three overheads to show your answers to the questions (you do not have to hand these overheads in). Prepare a paper copy of the three overheads (one or two overheads to a page) which you have to hand in if your team is presenting.

\\Courses\\ISyE 3101\\ISyE 3101 Homework Logistics Overview.doc, Version 2.0, August 24, 2000.