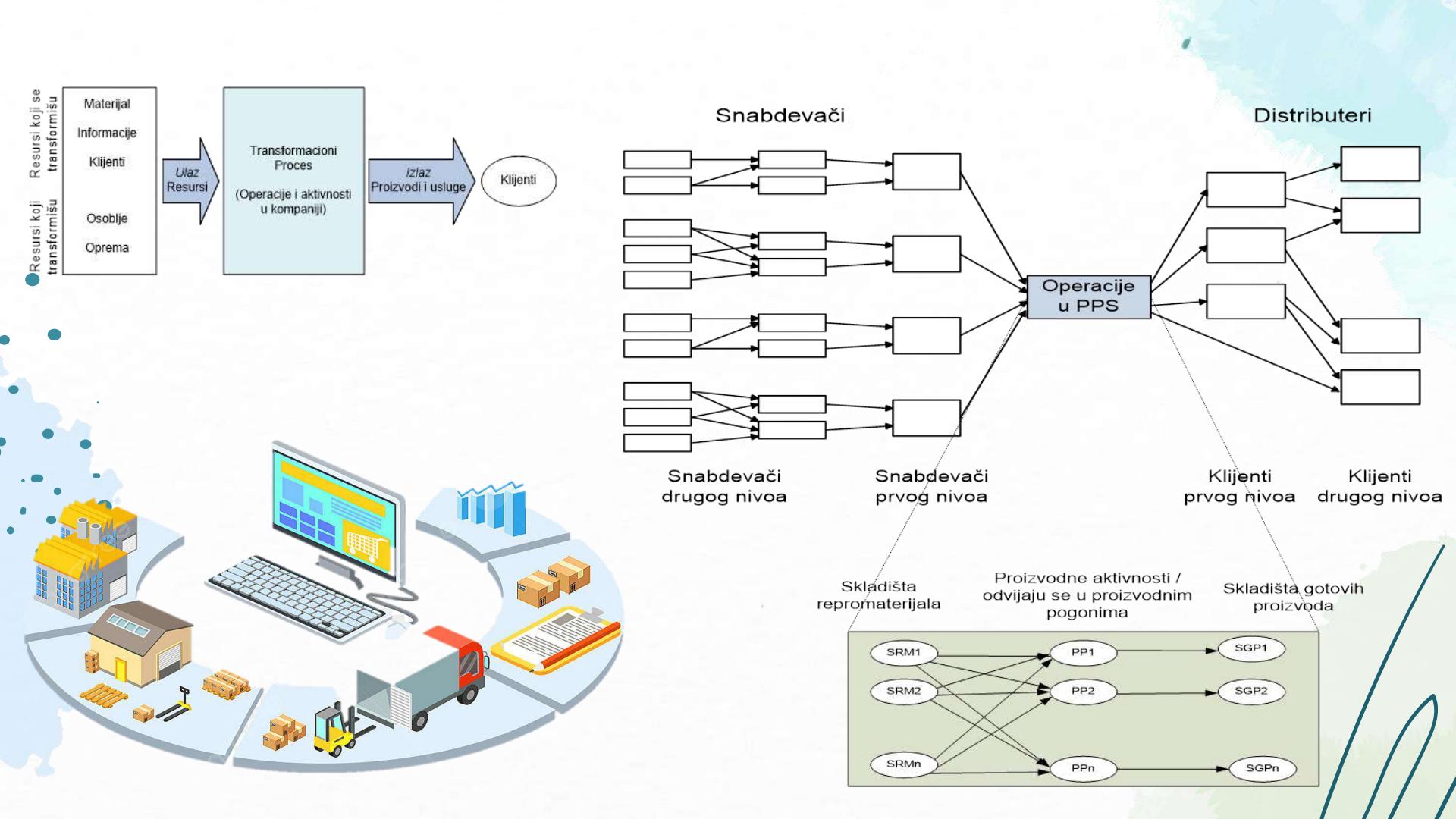




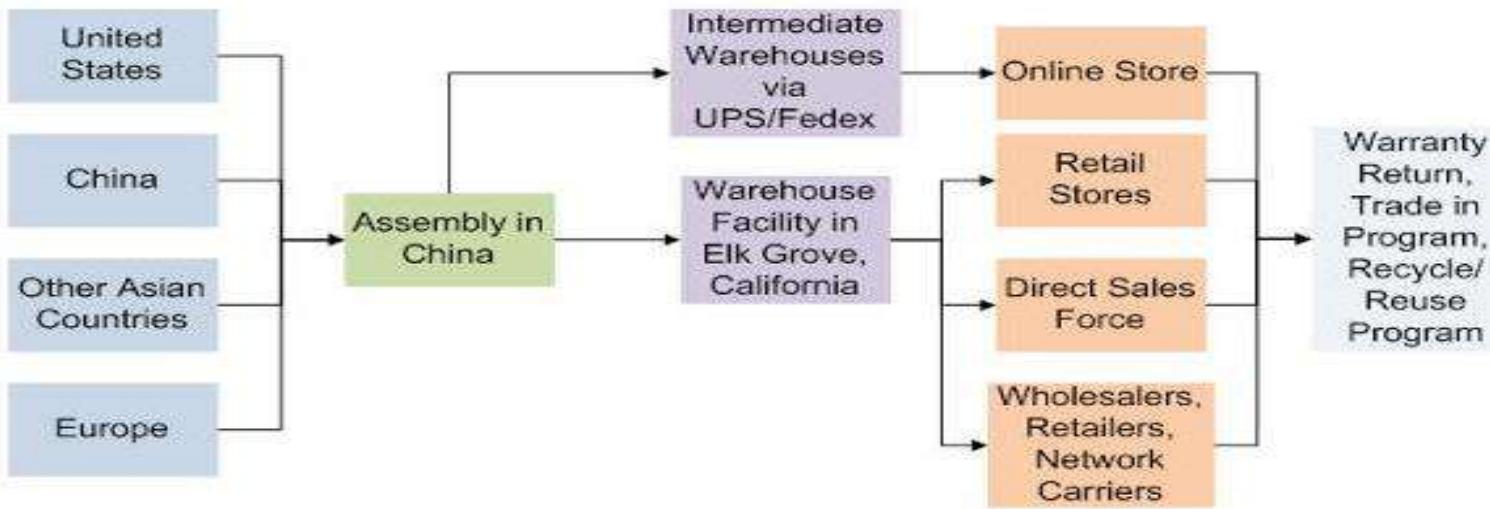
Mašinski fakultet
Katedra za industrijsko inženjerstvo

Industrijski menadžment
vežbe

LANCI SNABDEVANJA



APPLE





Critical Components of McDonald's Supply Chain



Grower / Processor	Processing	Inbound Transportation	Distribution Center	Outbound Transportation	Restaurant
<ul style="list-style-type: none">▶ Lettuce growers▶ Potato growers▶ Poultry▶ Coating systems	<ul style="list-style-type: none">▶ Veg. & Chicken patties: Vista▶ Potato products: McCain▶ Dairy: Amrit Foods & Dynamix▶ Bakery: Mrs. Bectors▶ Liquid Products: Mrs. Bectors▶ Fish patty: Innovative▶ Beverages: Cola Cola	<p><i>Radhakrishna Foodland is sole service provider for logistics and distribution</i></p> <p>Dedicated fleet of refrigerated trucks</p>	<ul style="list-style-type: none">▶ Noida▶ Mumbai▶ Calcutta▶ Bangalore	<p>Dedicated fleet of multi-temp and single temp trucks</p>	<p>54+ cities over 300 restaurants</p>



2nd tier Supplier

1st tier Supplier

1st tier Consumer

2nd tier Consumer

Soft Drinks Company Name

Cherry Flavouring;
Vanilla Flavouring;
Lemon Flavouring;
Lime Flavouring;
Other Special Flavourings;

Plants that produce Soft
drinks syrup

Water Suppliers;
Suppliers of CO₂.

Manufacturing

Glass Suppliers;
Aluminium Suppliers.

Packaging plants

Warehouse

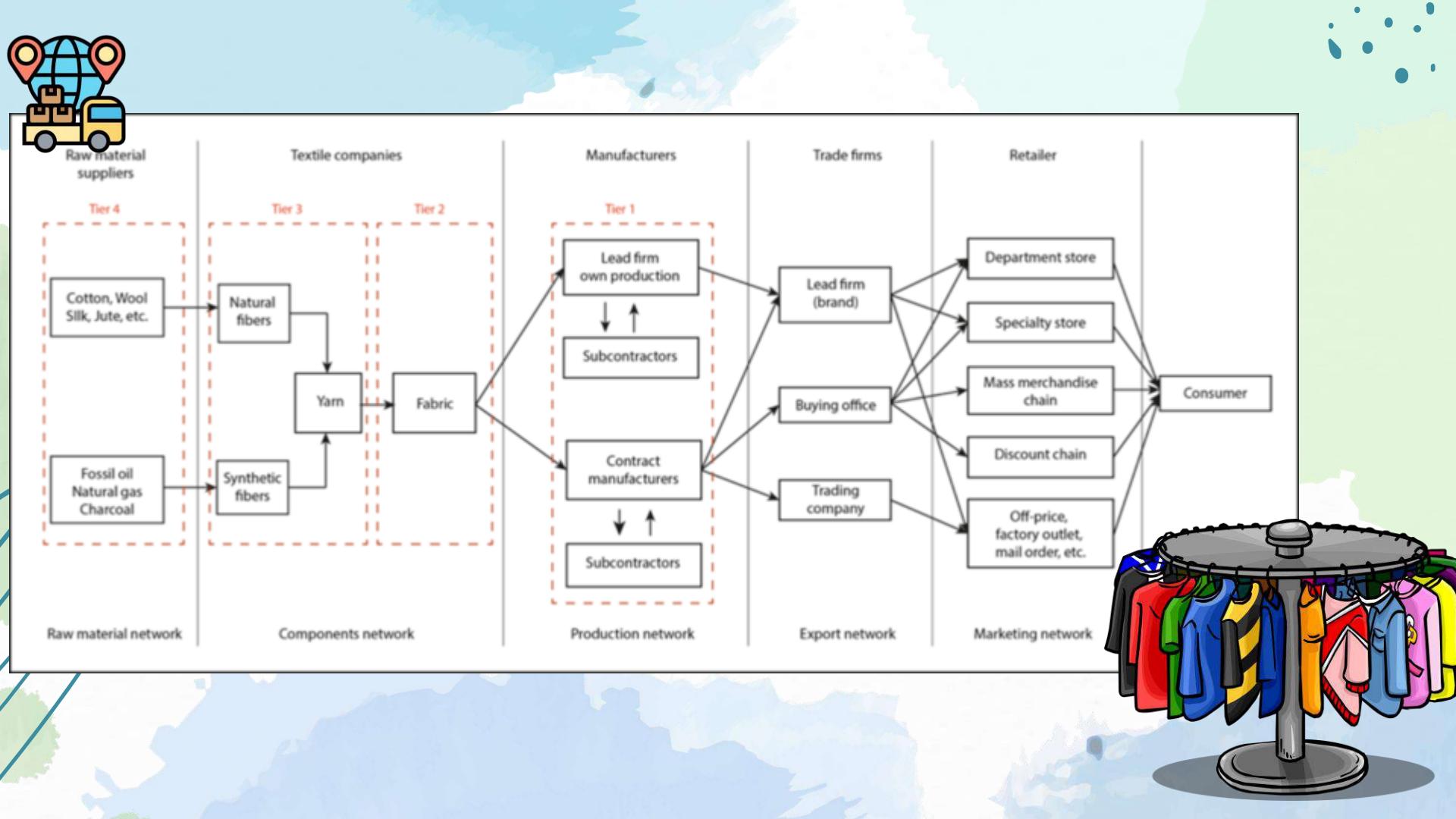
Distribution

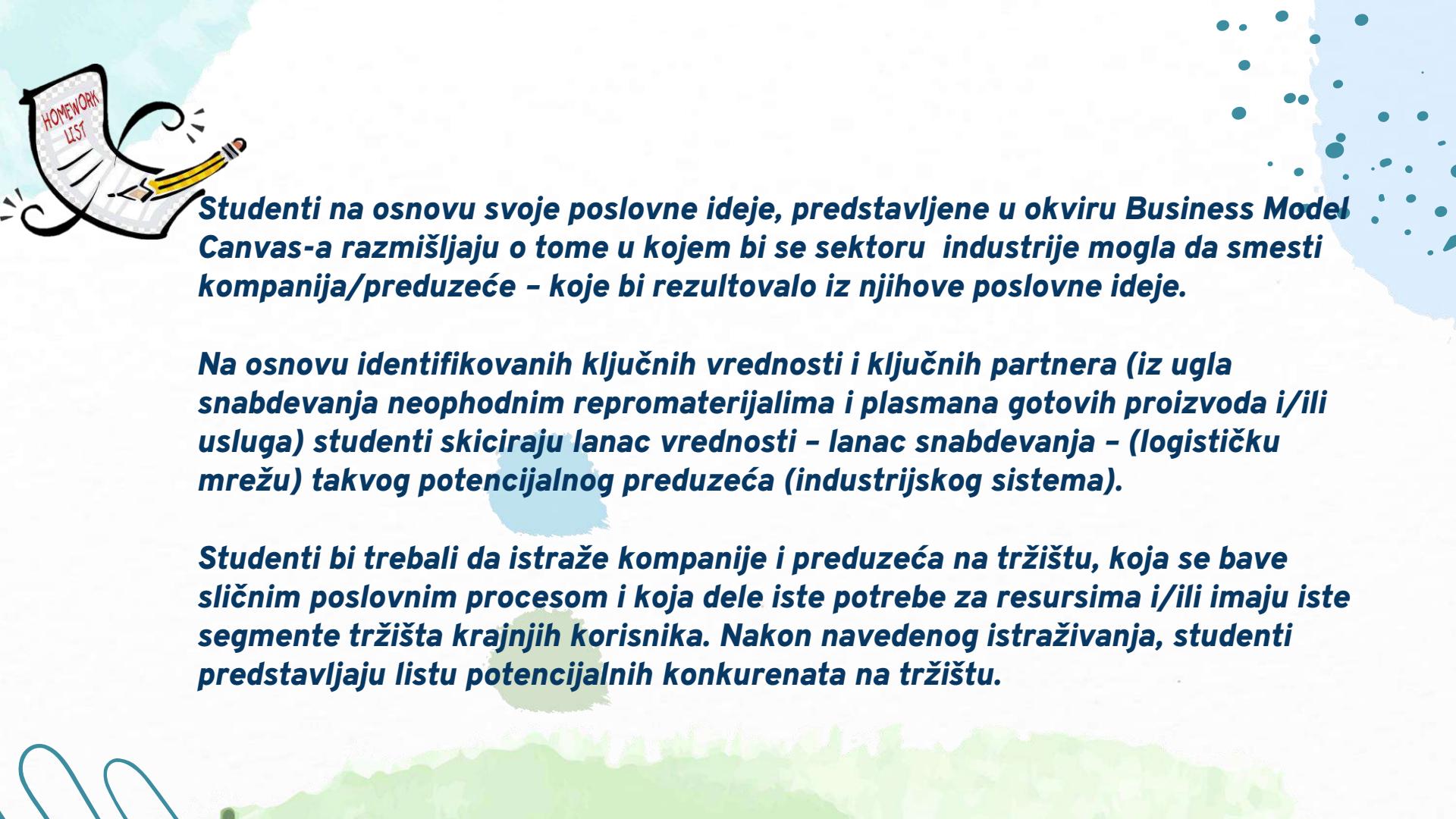
Vending Machines

Retailers
(Convenience stores,
supermarkets etc.)

Consumers
(General Public)







Studenti na osnovu svoje poslovne ideje, predstavljene u okviru Business Model Canvas-a razmišljaju o tome u kojem bi se sektoru industrije mogla da smesti kompanija/preduzeće – koje bi rezultovalo iz njihove poslovne ideje.

Na osnovu identifikovanih ključnih vrednosti i ključnih partnera (iz ugla snabdevanja neophodnim repromaterijalima i plasmana gotovih proizvoda i/ili usluga) studenti skiciraju lanac vrednosti – lanac snabdevanja – (logističku mrežu) takvog potencijalnog preduzeća (industrijskog sistema).

Studenti bi trebali da istraže kompanije i preduzeća na tržištu, koja se bave sličnim poslovnim procesom i koja dele iste potrebe za resursima i/ili imaju iste segmente tržišta krajnjih korisnika. Nakon navedenog istraživanja, studenti predstavljaju listu potencijalnih konkurenata na tržištu.

Informacije

Website : <http://ie.mas.bg.ac.rs/>

Saradnik : Ermina Ćosović

Kabinet: 406

Email : cosovicermina2309@gmail.com

