

010 Individual Presentation Guidelines



Requirements for Presentation

Individual Presentation

- You will prepare a **20-minute presentation** on your performance in the Beer Game.
- Your presentation should be presented in **business style**
- Submitted as a **video on Canvas AND Slides on Turnitin**
- Use the on-line simulation game to understand the effects of supply chains on different ordering and effects of delays within your supply chain.
- Identify the effects of the supply chain such as the bull whip affect

The Beergame

- Ideally you should try to play the game for a **minimum of 35** simulated weeks
- Use the **default settings** otherwise
- You can **select any** of the 4 role/tier to play the Game
- You are only required to play 1 role
- Record your strategy
 - As you play the Game write down your idea/thoughts for the decision made
- Download your results when the game is finished

Presentation Content and Structure

Title Slide

- Module name
- Presentation Title e.g. Beergame App- supply chain decisions to improve the performance of the overall beer supply chain
- Student Number
- Artwork

Aim and Contents

- Outline purpose of the presentation
- State what will be covered

Beer Supply Chain

- Give background into the Beer Industry
- Current industry trends
- Discuss the typical stages/tiers (4)
 - Use a diagram to illustrate

- <https://www.statista.com/outlook/cmo/alcoholic-drinks/beer/worldwide>

Consumer Markets > Alcoholic Drinks

Beer

Worldwide

HIGHLIGHTS MARKET DEFINITION IN-SCOPE / OUT-OF-SCOPE REPORTS

- Revenue in the Beer segment amounts to US\$612,406m in 2021. The market is expected to grow annually by 10.51% (CAGR 2021-2025).
- In global comparison, most revenue is generated in China (US\$123,126m in 2021).
- In relation to total population figures, per person revenues of US\$81.20 are generated in 2021.
- By 2025, 51% of spending and 35% of volume consumption in the Beer segment will be attributable to out-of-home consumption (e.g., in bars and restaurants).
- In the Beer segment, volume is expected to amount to 202,384.4ML by 2025. The market for Beer segment is expected to show a volume growth of 7.6% in 2022.
- The average volume per person in the Beer segment is expected to amount to 23.17 L in 2021.

Market Beer ▾ Region Worldwide ▾ Compare to other regions +

The Beergame

- Give a Description of the Game
- Include diagram of the 4 tier beer supply chain
- Outline Purpose/aim of the Game
- State which Role you played

Role of (chosen stage)

- Define the chosen role
- Explain their purpose in the supply chain
 - Use literature on the role
 - Use research from the Beer Industry, does not have to be specific to a company/brand

Current Risks and Challenges

- Outline the current Risks facing the industry
 - from perspective of your chosen role
- Draw points from the PEST factors, but do not do a PEST
- Not more than 5-7 solid points
- Could use a diagram, tiles or infographic to articulate this on the slide

Beergame Settings

- State:
 - Number of Turns/Weeks completed
 - Lead time
 - Stock cost
 - Backorder cost
 - Starting stock level
- Could use screenshot of instructions from the game
- OR from the Settings page

Welcome Andre!

This game will teach you key supply-chain concepts, by simulating a beer distribution network.
You'll play as **wholesaler**.

```
graph RL; Manufacturer[Manufacturer] --> Distributor[Distributor]; Distributor --> Wholesaler[Wholesaler]; Wholesaler --> Retailer[Retailer]; Retailer --> Consumer[Consumer];
```

You'll sell units to the **retailer** (your client).
You'll purchase units from the **distributor** (your supplier).
The game is played in several turns, representing **weeks**.

Objective of the game

Fullfill your client's orders while keeping your **costs** to a minimum.

Your operating **Costs** will add up every week based on the number of units you have in **Stock** or **Backorder** (= late orders waiting to be fulfilled).

- ▲ Stock cost : \$ 0.50/unit/week
- Backorder cost : \$ 1.00/late unit/week

You are starting with :

Wholesaler

- ▲ Stock : 12 units
- Backorder : 0 units
- ☐ Cost : \$ 0

Supply Chain Strategy Implemented

- Discuss the Strategy used during the game.
- **Use Literature** and relevant models to support your strategy choice
- Discuss how it was implemented over the weeks
 - Use Excel Data to point out strategy
 - Annotate the spreadsheet
- This should require a few slides so be meticulous

week	Retailer stock	Retailer backlog	Retailer order	Retailer demand	Retailer delivery	Retailer shipment	Retailer cost
0	12	0	4	4	4	4	0
1	12	0	4	4	4	4	6
2	12	0	4	4	4	4	12
3	12	0	4	4	4	4	18
4	12	0	4	4	4	4	24
5	8	0	10	8	4	8	28
6	4	0	9	8	4	8	30
7	0	0	10	8	4	8	30
8	2	0	8	8	10	8	31
9	3	0	9	8	9	8	32.5
10	5	0	9	8	10	8	35
11	5	0	8	8	8	8	37.5
12	4	0	8	8	7	8	39.5
13	0	2	9	8	2	6	41.5
14	0	2	8	8	8	8	43.5
15	0	0			8	10	43.5

Trade-offs made

- Discuss the trade off you made between:
 - Efficiency/Cost: costs of stock-outs versus stock-holding costs
 - Responsiveness: order fulfilment i.e. no backorders

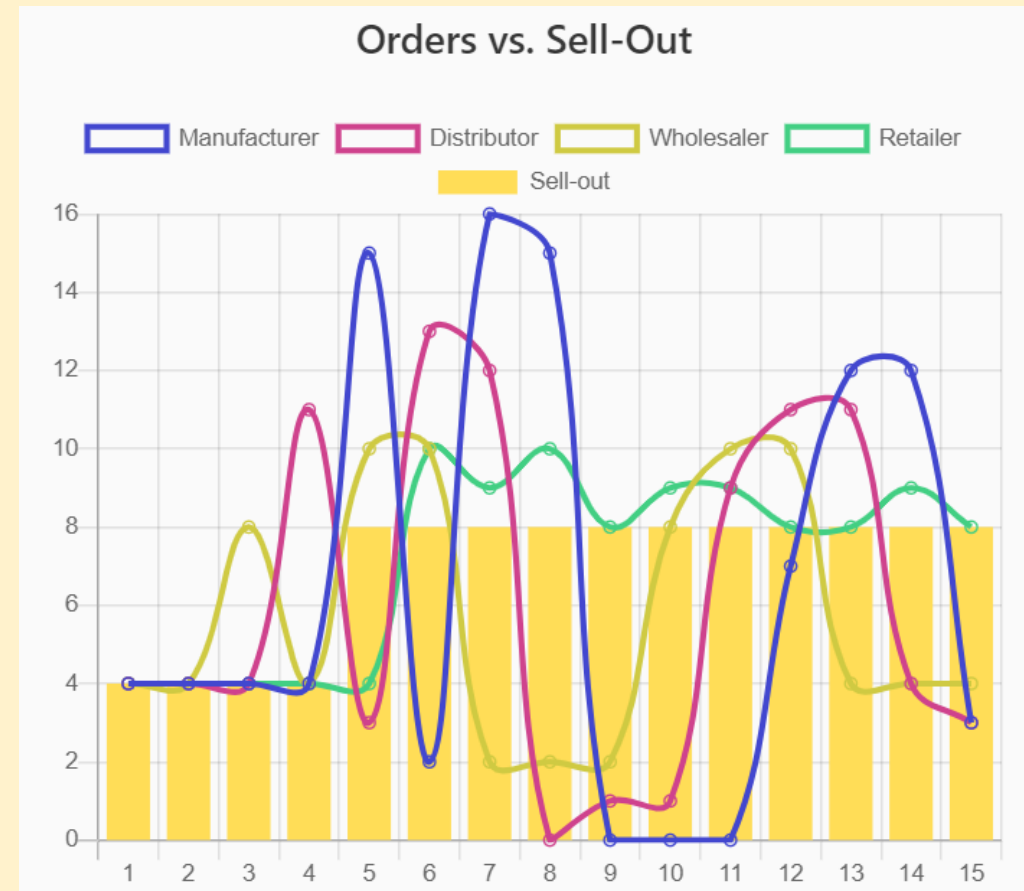
While playing the turns

Results and Analysis

- Report on:
 - Team Performance
 - Individual Performance
 - Cost
 - % Units shipped on time
 - Average Stock
 - Average Orders
 - Analysis of:
 - Supply Chain evolution
 - Stages Evolution
 - Variability
- Again, this make take a few slides
- Use screenshots from the Beergame results page
- Could even use spreadsheet to build your own charts
- Make sure to provide an **interpretation supported by literature**
- **NB:** it does not matter what the results are, as long as you can analyse and explain them

Bullwhip effect

- Use literature here to explain what is the Bullwhip Effect
- Identify the Causes and implications
- Use charts from Beergame to explain
 - Orders vs End Consumer Demand
 - Stock/Backorders vs. End Consumer Demand
 - Annotate the charts accordingly
- Outline how to Mitigate Bullwhip effect
- Again this may be a few slides.



Future strategies to improve supply chain operational performance

- Here you would need to be creative and suggest alternative strategies
- You can use any of your choice
- Consider strategies discussed in class (lectures 4 and 5)
- Make sure to explain and justify with literature

Conclusion

- Discuss the Strengths of your strategy
- Discuss Areas for Improvement
- Recap future strategies that can be implemented
- 1 Slide max (it's a summary)



Groupwork reflection sheet (1 of 2)

Name:	
Student Number:	
Group you played the beer game with:	Group Number and Names
Link to the group space on Canvas:	NA

How are you submitting your video presentation?

Direct link - include link:	NA
Submitted as a file on Canvas	✓
Is it an individual or group video? (Please also state the group if different to the group you played the beer game with)	INDIVIDUAL

Rate your own contribution (1 = poor, 10 = excellent)	1	2	3	4	5	6	7	8	9	10
Completion of the preparation activity before the beer game seminar (video and quiz)										
Participation in beer game decision making										
Participation in the required discussion boards in your Canvas group										
Contributing with thoughts/ideas within the group										
Respecting other group member's feelings and time										

You do not need to present this in your video – but this sheet must be completed individually and submitted with your video. It is worth 15% of the mark.



Groupwork reflection sheet (2 of 2)

How did your group mainly work? Face to face

Online

Both

What did you enjoy during the group work part and what went well?	What challenges were faced during the group work? These could be encountered due to distance, working online or other challenges like personality clashes.
How did you overcome the challenges?	How would you work differently in face to face or online teams in the future?

You do not need to present this in your video – but this sheet must be completed individually and submitted with your video. It is worth 15% of the mark.

Reference List