



Two Centers – One Mission

Education-Research-Engagement



## Manufacturing in Transition

### 2008 Fall Operations Conference

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### **DCMME - Dauch Center for the Management of Manufacturing Enterprises**

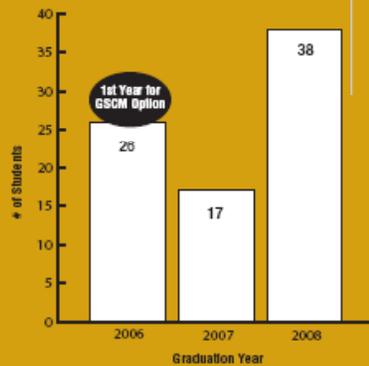
- **Goal: Nurture a focus on Manufacturing Management and Global Supply Chain Management at Krannert among students, faculty and sponsors**
- Growing student interest in manufacturing makes Krannert unique among B-schools
- Center projects, plant trips, newsletters, executive presentations keep interest levels high

## We thank our 2008 -2009 Corporate Partners



69 Masters students completed the GSCM and MTM option at Krannert, 13 completed both options

MBA Students Graduating with GSCM Option



MBA Students Graduating with MTM Option (10 year history)



100 Krannert students involved in the center through the year as volunteers or GAs

## Center Educational Initiatives

- Student Poster Competition
- Student Case Competition
- Student Internships
- Plant Trips
- Newsletters
- Manager interviews
- GA assisted projects

## Fall 2007, Spring 2008 Conferences

Fall  
Operations  
Conference  
*October 2007*



Managing Operational Risk  
in the Global Supply Chain



Spring Global  
Supply Chain  
Management  
Conference

*February 2008*



## Center Projects and Initiatives

- Global Manufacturing Competitiveness Survey of Indiana companies
- Project focused on the INDOT impact on supply chains for the Honda plant in Greensburg – direct impact on IEDC and INDOT
- New project focused on supplier capability assessment in Indiana – links to 14 companies and funded by Connexus
- Op-Ed pieces for AASHTO, TDL Directory, APICS, NW Indiana Supply Chain Focus, Indianapolis Business Journal
- 26 partnership/project proposals in 2007-08
- New sponsorships/partnerships: APICS, KSM, Medrad, OFS

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### Global Internship

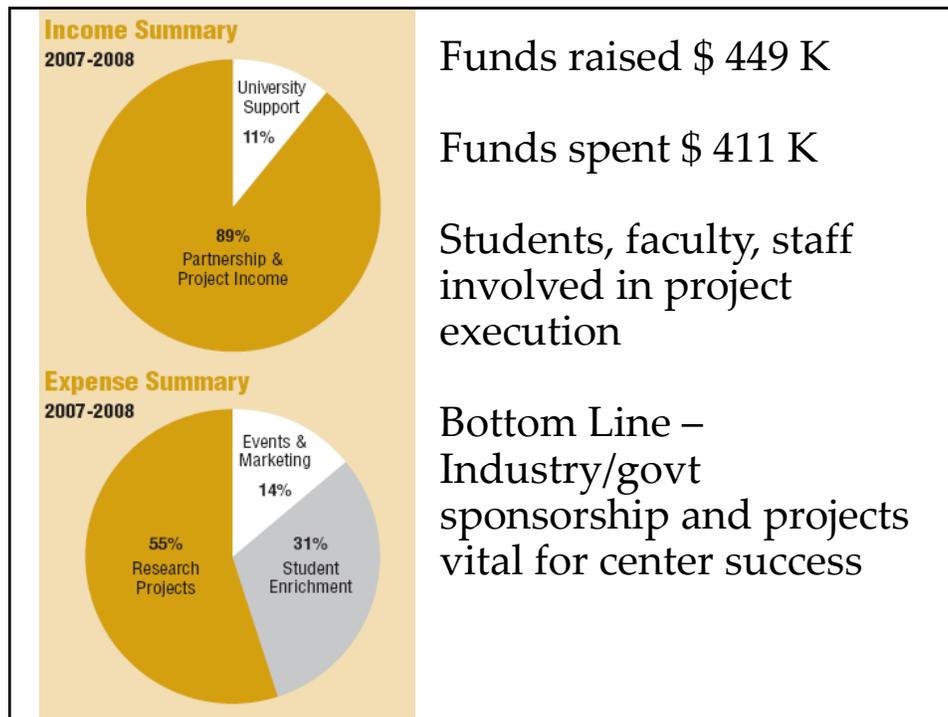
TVS Motor Company sponsors their 2nd India internship experience for Purdue & GISMA students



Benchmark selling prices across geographies for passenger 3 wheelers

Establish a trend spotting system for marketing to young girls. Create a mechanism for giving the brand teams a periodic report on trends in style, media habits, cool gadgets, movies, music etc.

Integration of the information system with logistics data for better inventory visibility in the supply chain.



## Manufacturing in Transition

- When the topic was selected, we were focused on
- Supplier Issues in the auto industry
- Gas Prices and thus transportation costs
- The weak dollar
- Rising costs for global manufacturing
- Significant growth in Asia and emerging markets
- But today.....

## Today's Issues

- Credit Crunch
- Enterprise Risk
- Stronger Dollar
- Weak Demand ? Demand Trends ?
- Auto Industry woes
  
- In your company, what specific initiatives have these issues triggered ?

## How can you seize the opportunity ?

- Thesis – “Manufacturing in Transition” suggests new opportunities
- These may come from adjusting product mix
- Connecting to new industry opportunities – medical, aerospace, alternate energy
- Leveraging technology in new ways
- An Integrated approach to managing the firm

## Brief Questionnaire (1 page)

Purpose is to identify specific changes within companies concerning

- Credit supplied by customers or suppliers
- Operational changes – batch sizes, delivery quantities, contracts,lead time
- Product changes
- Supply Chain Finance initiatives
- Discussion with Roger Stewart, visiting Professor of Finance in the afternoon.

## Open Questions

- How has the current credit crunch affected your industry ? Its outlook ?
- How has the global impact of credit crunch affected your company ?
- How has the stronger dollar affected your company ?
- What are state and local entities doing to assist ?
- How are you leveraging technology ?
- How can you use the global newsvendor option to your advantage ?

So...

- Welcome to the conference
- Please engage with students, faculty, sponsors, visitors
- Let Mary, VaLinda or me know if we can do anything to assist
- Remember to provide suggestions for us to improve

THANK YOU