

MANUFACTURING Matters

Connecting to What Matters



There is nothing like starting a New Year to send your mind racing back to fond memories of people and events past. Here at the Dauch Center for the Management of Manufacturing Enterprises, and the Global Supply Chain Management Initiative, we engage a broad constituency of industry, faculty and students over time, and proudly, we are able to stay in contact with many who have been a part of our Center's lasting legacy of excellent education, meaningful research and pragmatic industry understanding.

Below you will find a recent press release that highlights success realized by a recent Krannert MBA alumni, and active Center student – Bradley Feuling. Brad was one of the first GSCMI Center “globe trotters”, visiting China over spring break 2006 with Center faculty and staff. While the Center has focused in recent times on internship experiences for students, in India one will never know if the trip and exposure Brad gained on the ground in China might have encouraged him to the tremendous success he is experiencing today.

Interestingly, looking back at the trip journal, the group

talked about a dinner meeting with “An active group of Purdue alumni in Shanghai”. It reads, “The alumni group had been very successful since their days at Purdue and members of the group were currently working as managing directors and even presidents of new companies.” I suppose it just goes to show, the more things change – the more they stay the same. The DCMME/GSCMI Centers are still working hard to help create meaningful opportunities for our students to learn “in the wild”, and we are able to accomplish this through the sponsorship of successful senior alums like Venu Srinivasan, as well as through the shared entrepreneurial experiences of many young alumni like Brad Fueling.

As we look forward to a new decade, it seems fitting that the DCMME & GSCMI Centers should extend a heartfelt thanks to the many dedicated alumni that foster our important vision, and help keep the mission of education, research and industry engagement thriving.

Here is to another great new year!

--Mary

Alumni Led Consulting Company Wins 2009 Best Supply Chain Consulting Partner in Asia



Kong and Allan (Shanghai) Consulting Co. Ltd. announced today that the company has won the 2009 Best Supply Chain Consulting Partner in Asia Award as determined by a committee of industry professionals from the Global Supply Chain Council.

Kong and Allan Consulting received the award for their work with Ningbo Fotile Kitchenware Co. Ltd. Previous award winners include Accenture and IBM.

Kong and Allan Consulting has been engaged with Fotile Kitchenware for over eight months in an effort to improve operational efficiency, reduce supply chain costs and to implement sophisticated demand forecasting and S&OP processes. Fotile Kitchenware is a leading Chinese brand in the electric and gas appliances, and integrated kitchen solutions industry.

Bradley A Feuling, Krannert MBA 2007 and CEO, Kong and Allan (Shanghai) Consulting Co. Ltd. stated, “Supply chain process are still very young in China and I commend the truly innovative spirit of Fotile Kitchenware to embrace operational efficiency improvements through demand forecasting, inventory management and S&OP.”

The CHaiNA Awards are the only supply chain and logistics awards in China. They honor manufacturers, retailers and other practitioners whose supply chain programs, initiatives or systems have achieved positive business results in China. This year's awards were announced on November 5 at CHaiNA Live '09, China's largest supply chain event.

For more information about the awards, visit <http://www.supplychains.com/en/cev/459>.



Two Perspectives: A Company's History setting the stage for its Future



Anyone out at Krannert in the wee hours of 20th Nov, would have wondered what this group of 25 people were doing out at 5:45 am on that cold and misty morning. While that morning was frosty and uninviting, the trip to John Deere's facilities proved to be anything but. The friendliness and warmth shown by the

hosts, the glimpse into the large scale operations conducted at the Davenport Works and Harvester Works facilities, and the chance to hobnob with several senior executives, was more than enough reward and left all of us leaving innervated, happy and content about a day well spent.

At Davenport Works, the Factory Manager Derek Boudreau and his team gave us an overview of John Deere and the Davenport Works facility. We learned about *abroad range of equipment*- all of which are manufactured at the 1000 acres large facility. The fuel efficiency, ease of service and low cost of maintenance has made these vehicles very competitive and attractive to customers. They shared with us how by only building to order and keeping the turnaround time low, they have been able to successfully keep the finished goods inventory at a low level thereby optimizing their resources.



Some of their core competencies are in Heavy Plate Thermal Cutting, Fabrication and Precision Machining. We saw how John Deere focuses on capitalizing on their core skills by only manufacturing specialized or unique components that go into the vehicles they produce.

At the end of the day, the one thing that really stuck with us was the passion that we saw not just in current employees but also in retirees and even visitors. It showed us the importance of developing a brand and then living up to it. That John Deere has made a lasting impact in this was visible when everyone thronged the gift shop to buy John Deere memorabilia not just for themselves but for several of their near and dear. The insights gained and lessons learnt from this trip encompassed a wide variety of areas and is an experience we are not going to forget anytime soon.

Saketh Chinni, MBA 2011

People from nearly every corner of the world associate the green and yellow Deere with farming and agriculture in general, but also often think of quality and consistency. The legacy of John Deere is rich, and the traditions of excellence continue. A group of over 20 of us from Krannert were recently granted a rare glimpse of just a few of the operations that make Deere so great, and were privileged to hear insight from both executives and key operations leaders who illustrate excellence in leadership, including Sam Allen – CEO (*also a Purdue Graduate*).

After a few hours within walls of the Davenport and Harvester Works factories it was apparent that the focus on safety, quality, delivery and efficiency is as robust as it has ever been. In the face of other corporations failing to efficiently utilize a UAW workforce, Deere has maintained very positive relationships with the UAW and has profitably negotiated contracts for many years, culminating in the most recent contract that will last until 2015. Additionally leaders at Deere have worked in step with the UAW to implement incentives that create a drive to maintain a safe and efficient workforce.

by Benjamin Crockett MBA 2011

"As a member of Krannert Graduate Career Services, I was interested in the John Deere trip from the standpoint of students tangibly viewing a particular career path and interacting with professionals in positions to which they aspire. From a personal standpoint, my father worked for John Deere over 40 years in sales and management at a local dealer before he passed away last year. To see the operations first-hand was very impressive and held nostalgic value. The retired employees who conducted our tour were evidence of the power of the brand."

*Jill Mullens
Assistant Director, Graduate Career Services
Krannert School of Management*

