



Aalto University
School of Science

TU-E2040 Management of external resources (3-5 cr) Case-workshop # 3

Task 1: Systematic sourcing process



In this task you apply the systematic sourcing process in the context of sport watch firm

You have been appointed as a category manager of an international company that manufactures sports watches for the global market in several factories on different continents. The company is launching a new watch model that aims at selling about a 100 000 copies in Europe in the first year.

All these watch models are delivered to the end-user in one-piece sales package containing the watch, battery and instruction manual. The cardboard sales package for the previous corresponding watch model was purchased from Bigenso Ltd, the box filling / padding from PlasticIndustry Ltd, all printing works from Artprinting Ltd and the sales package assembly work from Cartonplant Ltd.

Your first goal as a new category manager is to find the best solution for purchasing this new sports watch model sales package

Lists step by step how to proceed and describe the key goals and key questions to address at each step on a couple of lines. Try to see you in the real situation: with whom you would like to talk first? How could you challenge the existing practices and what questions you should ask? What opportunities there could be to lower the total costs?