Grading notes

Part 1:
- Nonsensical or off-topic answers = 0

Question 1.
- Discuss both the pros and cons as explicitly asked.
- To get 3 or more, the emphasis should be on the competitive strategy and supply chain strategy of IKEA.
- Analyses of other strategies should only be additions to the core analyses.
    - If the answer contained analyses on only irrelevant strategies, it would receive less than 2 points.

Question 2.
- To get 3 or higher, the answer should show a correct understanding of what *"assigning the 'responsive' roles"* means.
    - See lecture 2 for more details.
- To get a 5, analyses on Zara and its suppliers (or other similar cases) should be presented.

Question 3.
- Aspects expected in the analysis.
    - Size of shipments (consolidation), frequency/amount, speed
    - Economic, social, and environmental concerns
    - Technology

Question 4.
- Aspects
    - Perishability/required speed of delivery -> Responsiveness.
    - Quantity of delivery -> Economies of scale?
    - Demand and supply uncertainty
- Please note that it stated that the company has an existing network with both DDs and DCs, so facility location decisions are off-topic.

Question 5.
- There was a typo in the total amount. I accepted calculations based on both the provided (incorrect) total and the correct total.
- Still, the final distance from the optimal point to the 2 locations needed to be calculated correctly based on the optimal point from the previous step.
- The answers needed to be based on the Center of Gravity method (not the case = 0)

Question 6.
- It is about the range of volume, not a specific value point (-50% if this is the case)

- The cut-off point needs to be clear (-1 point of this is not the case)
  - X **<= 174**, A is the best
  - **174 <** X <= 2750, B is the best
  - …
- Need a conclusion.
  - Calculations only will not receive a full mark.

Question 7.
- Shortest, visit all nodes once, and return.
- The objective function should be about the "network above."
  - General objective function = 50%

Question 8.
- The question about the objective function should be enough to suggest the LP of the facility location problem.
  - Answers about other methods could still get partial credit, depending on how correct it is.
- Need to identify <u>both</u> what constraint needs to be adjusted <u>and</u> why to get full points.