



3rd Copenhagen Supply Chain Management Summit 2011

- Nomination to Best MSc. in SCM Master Thesis 2011

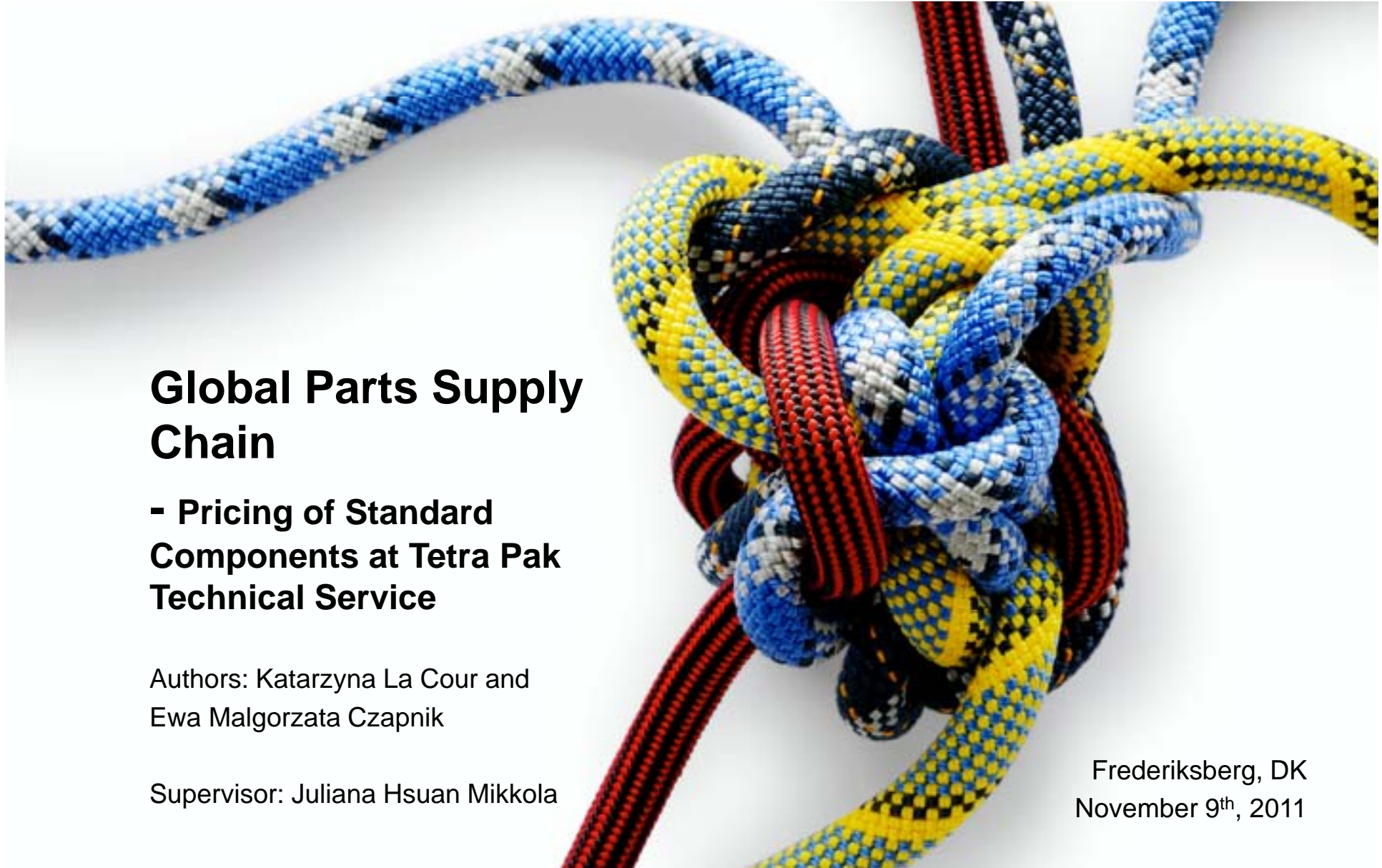
Global Parts Supply Chain

- Pricing of Standard Components at Tetra Pak Technical Service

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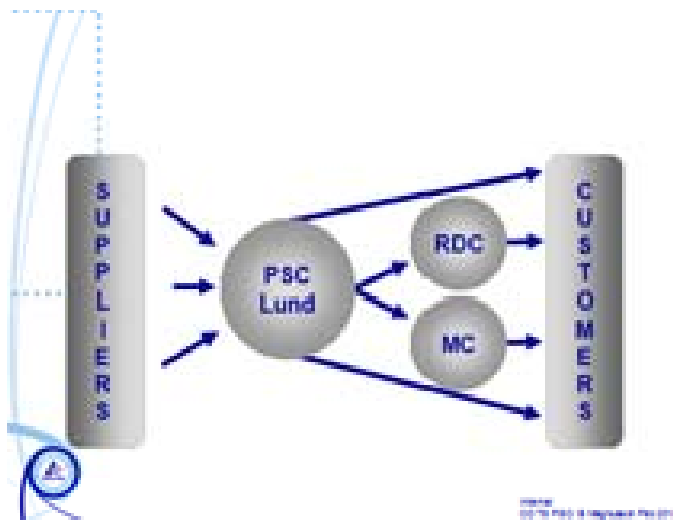
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»» Introduction

- Global Parts Supply Chain
Unique Parts & Standard Components
- Tetra Pak - Protects what's good - packaging & processing solutions



Methodology and key findings

- Benchmark with two other companies, B2B
- Market analysis
 - three suppliers: Bosch Rexroth, Sick, SKF
 - on two markets: Denmark and Germany
- quotes directly from the suppliers
- quotes for alternative products
- comparable applications
- characteristics of IP supply chain
- elements of supplier's pricing model

Sorry...

Two different reactions to our key findings

- Representatives from Central European Cluster
- GPSC Parts Pricing team – Lund



»» Why our thesis should achieve the price for best MSc. in SCM Master Thesis 2011

- **Application oriented:**
 - case study with a very specific objective and problem statement
 - based on a business environment
 - results were presented both to the representatives of the central Europe cluster and TPTS
- **Professionalism:**
 - results presented in a clear, professional and straightforward way using detailed visual effects
- **Value adding for SCM people:**
 - Positive feedback from the Central Europe cluster
 - all of the data gathered could be used directly in negotiations of the contracts with suppliers

»» Why our thesis should achieve the price for best MSc. in SCM Master Thesis 2011

- **Goes beyond mainstream SCM theory:**
 - presenting supply chain from a little different perspective, working “backwards”. We have looked at the price and determined what might cause differences in the configuration of supply chain and suppliers relationships
- **Global perspectives and exercise of enhanced supply chain capabilities :**
 - addressing the issues with EU competition law
 - introduces the concept of benchmarking as well as multiple supply chain concepts from the leaders in the field
 - by conducting similar investigations, other companies can improve the performance of their supply chain as well