



3rd Copenhagen Supply Chain Management Summit 2011

- Nomination to Best MSc. in SCM Master Thesis 2011

“Mapping and identifying key characteristics of an agile supply chain

Analysis in how commercial service providers can contribute to supply chain efficiency in humanitarian aid logistics”

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»» Introduction

- Purpose:
 - A collaboration project between Wilh. Wilhelmsen Group, Everywhere and BI Norwegian Business School called Contribute
 - Intention of the thesis was to make a analysis of of the humanitarian aid logistics (HAL) segment, where the aim was to address how commercial service providers can provide value adding services to increase supply chain performance

»»» Thesis Summarized

- Inductive approach
- Analysis of the HAL segment
- Analysis of Wilh. Wilhelmsen's business area
- Developing key characteristics
- Identifying how Wilh. Wilhelmsen can contribute to HAL by utilizing their competitive advantage

»» Main conclusions

- Challenges working in the HAL segment
 - Humanitarian aid logistics: an agile environment
 - High logistical cost and lack of resources
 - Coordination issues, problems related to working in unfamiliar areas and difficulties with immature IT systems
- How can Wilh. Wilhelmsen contribute?
 - Extensive supply network at strategic regions worldwide

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

- Application Oriented
 - Provides the reader with an overarching overview of the HAL segment and the criteria's of what is needed to succeed
- Professionalism
 - Wilh. Wilhelmsen used as a case study
 - Key characteristics of HAL is matched towards Wilhelmsen's business area
- Value Adding
 - Reference for companies that are seeking out information about emergency relief and the criteria's the HAL segment demands

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

- Innovative and risk taking
 - Inductive approach to develop own conceptual framework
 - Martin Christopher's agile supply chain framework to illustrate the match/mismatch of different segments
- Global Perspective
 - Yes!
- Support for companies in achieving increased competitiveness by leveraging their enhanced supply chain capabilities
 - The thesis illustrates by using known theoretical frameworks how a company can exploit their competitive advantage to penetrate the HAL segment