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Tanaletchumi Ramaiah

## Emplid

## Supervisor Name

## IC Number

700810075416

## Supervisor Email

## H/P Number

0194766670

## Centre

Penang

## Email Address

tanaletchumi. ramaiah@intel. com

## Programme & Specialization

Supply Chain Management

## Term

T2 2013Commencement Date (to be filled up by the student)

Submission Date (to be filled up by WEC)

## Title or topic area of proposed study (must not exceed 12 words)

Research on Fast-Food Supply Chain process and management from Planning to Customer

## What is the aim and objectives of your study?

The Aim of the research will be to evaluate, analyse and crtical review of planning process of Fast Food industry which utilatemately contruibuted to the trendrous growth trend locally and international even it's classfied as " unhealty food - processed food , prepared quickly". A1 - Review multiple fast food supply chain processA2 - Focusing in the strategic of the planning process approcah which is the key factor for fast growth in ast food industry. A3- Best practice of the fast food industries are compared to evaluate and show the triggering element for franchise businessObjective:- Independent variableThe obejctive of the research to show on how the improved supply chain process and it's relation with customer. At the end of supply chain is the customer as the result to show it’s success . 1. Quick response to customer demand are supplied and supported . The successful supply chan will be focusing on the method of cusomer order from the moment it is compiled at the customer, its processing through Fast Foods's order systems to the point of delivery at the customer warehouse. Any 'waste' that could cause delay or disruption should be eliminated. The order should be compiled correctly using accurate data, sent at agreed timings with jointly agreed delivery windows. Ideally the order is electronically communicated using EDI or the Internet2. Customized menu as user requestGood Seasonal Planning ensures the supply chain operates smoothly through events such as: annual celebrations - Christmas, Mother's Day, etcseasons - spring, summer, autumn and winter. special events - World Cup, Olympics, Millennium, etc. Demand from consumers will fluctuate dramatically during seasonal periods. The supply chain will need to react accordingly and flexible plans and processes are critical for success. Seasons challenge the supply chain to deal with an increased volume of product in a very short space of time. Planning for a season will include the sharing and learning from historical forecast information, agreeing purchase quantities, arranging delivery timings and ensuring identical product specification data is held on Kraft Foods' and its customers' databases. 3. Customer satisfaction - It is key to Fast Food and its Customers that the consumer is 100 per cent satisfied with their purchase. This can, in part, be achieved by delivering a high quality product in perfect condition every time. If this does not happen it is essential that it is resolved efficiently and speedily to the consumer's satisfaction. The Consumer Satisfaction 'piece' defines the ideal complaint management process, specifically. How Fast Food industry handle consumer complaints. 4. Inventory optimization - to support customer demand for 24 X7. Having enough stock (or inventory) of a product to satisfy customer demand, whilst not holding excess stocks sitting idle and getting old, is the goal of optimal inventory. To optimise the inventory levels in the total supply chain, trading partners need to collaborate fully to understand the volume and type of inventory held along the chain and the future demands, to ensure production of a product takes place at the right time and is available for the customer and fresh for the consumer. Stock may be held at manufacturing plants, warehouses or at the retailers' stores. Information on stock levels and sales can be shared using new technologies like the Internet. The systems enable Fast Food and its Customers to view and act upon the same information at the same time creating a 'total Visible Inventory Chain'. 5. Variant management for introducing new productThere are times when products change, such as promotional product , new products into the marketplace or the jointly agreed substitution of one product for another. Variant management is about successfully managing product change without affecting service. It is fundamental that Fast Foods and its customers fully understand and have in place a process to manage: changes to new product specifications different order quantities and delivery timings changes in demand expected from the consumer

## Brief review of relevant literature and rationale for study (attach on a separate sheet references of approximately 9 key publications, it is not necessary to attach copies of the publications)

Food supply Chain is a managed process , a combination of knowledge and skills , spanning electronics , biology and the social science of economics , human behaviour, psychoogy and more. The challenge in food supply chain is to satisfy and meet customer needs , wants , and even it's desire. Supply chain business process integration involves collaborative work between buyers and suppliers, joint product development, common systems and shared information. According to Lambert and Cooper operating an integrated supply chain requires continuous information flows, which in turn assist to achieve the best product flows. However, in many companies, management has reached the conclusion that optimizing the product flows cannot be accomplished without implementing a process approach to the business. During this dissertation I will be using a multitude of relevant textbooks, journals, industry reports and any other academic work relating to fast food supply chain I have however found constraints of using academic texts in relation to my proposed study area, mainly using text books. Supply Chain Management on fast food industry are new topics thus limited resoure avialable. As such I will be using journals that have been published in the last five years on more specific fast food supply chain. Relation between Supply Chain is logistic are renamed in the form of integration for the components of Re–Labelist. The dynamic goal of an effective supply chain is to reduce the inventory and the flow of inventory should be sufficient. Fundamental supply chain will manage the flow of product, information and finance. 1. Product flow involves movement from supplier /factory to customer and return process. 2. The information transmitted from customer request to an order fulfillment and its delivery status is tracked. 3. The financial flow consists of credit terms, payment schedule and consignment and title ownership management.

## Outline of research design and methods

The aims of my study are too answer the following:•Why fast food industry are succesing tredously in the heart of people.•Will the success continue even competition among different fast food industory is getting tight .•What is Supply Chain for fast food strategies to extract customer. I will Analysis the decisions of the aim and objectives of this study using primary and secondary research using 2 methods , firstly with question form distribution and then as the secondary approch , the open interview with fast food manager will be interviewed with the same question for all 3 different fast foodFirstly I will hand a questionnaire to people whom are fast food customer in order to survey why fast food is selected as prefered meals whether will they continue to go to for fast food choice . This questionnaire form will be distrubuted and collect the result on the hot the spot . This will distributed to 3 different fast food industry which are rapidly growing in Penang. The specility of it are in different food insustry such pizza, burgers and chicken. Secondly : I will also interview 3 managers of Fast Foos at KFC , Pizza Hut and McDonald to find out the strategies on supply chain process and their implementation which at the path for success. Will attempt for observation method to view the management method but if this is not allowed then 1: 1 or face to face method to question with the fast food restorant manager will be pursued and main result will be to review each industries and it's benchmark approach. As my primary research will be from observational and interviewing techniques the only resources I will need is a pen, paper and computer to transcribe and write the notes taken when performing both pieces of primary research. This will be strengthened with secondary resources which I will read and use to help evaluate the questions I have asked. I will explain why I used these resources in the literature review and methodology. The data will be collected through questionnaire and interview. The data from the questionnaire will then be analysed through Microsoft Excel/SPSS tool using the chart wizard. Also, the charts that I will produce will help me analyse the questions effectively, which would enable to produce a better outcome towards the aim of the feasibility study. The interview is the vital for the data collection, as some of the questions will determine the questions for the questionnaire.

## Research Ethics

## PROPOSALS INVOLVING HUMAN PARTICIPANTS MUST ADDRESS QUESTIONS 6 - 10.

## Does the proposed study entail ethical considerations Yes / No (please circle as appropriate)

## If ‘ No’ provide a statement below to support this position.

## If ‘ Yes’ move on to Question 7.

## Yes

## Ethical Considerations: Please indicate how you intend to address each of the following in your study. Points particularly to projects involving human participants. Guidance to completing this section of the form is provided at the end of the document.

## Consent: See Participant Briefing and Consent Letter

## Deception: This research will not involve any deceptive or covert approach

## Debriefing: See Participant Debriefing and Withdrawal Letter

## Withdrawal from the investigation: See Participant Briefing and Consent Letter and Participant Debriefing and Withdrawal Letter

## Confidentiality: See Participant Briefing and Consent Letter and Participant Debriefing and Withdrawal Letter

## Protection of participants: See Participant Briefing and Consent Letter and Participant Debriefing and Withdrawal Letter

## Observation research [complete if applicable]: not applicable

## Giving advice: No advice will be given and in all cases I will refer participants to suitably qualified and appropriate professionals

## Research undertaken in public places [complete if applicable]: not applicable

## Data protection: See Participant Briefing and Consent Letter and Participant Debriefing and Withdrawal Letter

## Animal Rights [complete if applicable]: Not applicable

## Environmental protection [complete if applicable]: Not applicable

## Sample: Please provide a detailed description of the study sample, covering selection, number, age, and if appropriate, inclusion and exclusion criteria.

## Sample Criteria Participant Population Data Collection Method

## Random Fast food customer 100 Questionaire

## 100% sample Restoran manager 3 Interview

## Age: Above 15 years of age

## Gender: Equal distribution between male and female.

## Are payments or rewards / incentives going to be made to the participants? If so, please give details below.

## Not applicable

## What study materials will you use? (Please give full details here of validated scales, bespoke questionnaires, interview schedules, focus group schedules etc and attach all materials to the application)

## Customer questionaire will be from 15 - 30 questions

## What resources will you require? (e. g. psychometric scales, equipment, such as video camera, specialised software, access to specialist facilities, such as microbiological containment laboratories).

## PC, Word, Excel, Photocopying, SPSS tool, Mobile phone camera time, transport

## Access to University library, online research databases such as Proquest, Emerald, EBSCO, books, newspapers, trade journals

## Have / Do you intend to request ethical approval from any other body / organisation? Yes / No (please circle as appropriate). If ‘ Yes’ – please give details below.

## No

Time Management: Gantt chart, a table or embed Excel file (attach as separate sheet)