

INVITATION



is organising its third conference on **Thursday**
the 12th of June 2008 at the CINÉ MANIVEL
12 quai Jean Bart in Redon

This important experience will demonstrate the innovative and exploratory nature of the work which will be presented to you. The replies to these supply chain management problems are always supported by a case study and try to offer new management solutions. Therefore this conference is the opportunity to visualize and analyze total logistic supply chains and to find different action plans than your competitors.

Key words : Logistics and territory, sustainable development, e-commerce, logistic chain conception.

PROGRAMME FOR THE DAY

- 9 h 00** Beginning of the Conference and Introduction
- 9 h 10** Diagram and Testing of an Economic and Environmental Optimisation of a Procurement Network for Recycled Materials
- 9 h 40** Economic and Environmental Comparison of Two Waste Transfer Options.
- 10 h 10** What is Supply Chain Management? Is it the same as Logistics ?
- 10 h 40** Break
- 11 h 00** Integration/Outsourcing: What if the process was completely integrated ?
- 11 h 30** What is the distribution plan for local shops engaged in e-commerce ?
- 12 h 00** Lunch
- 13 h 30** What would happen if the Oil Price doubled ?
- 14 h 00** Logistics Services in Brittany: Supply and Demand
- 14 h 40** Diagram and Analysis of a Chain in the Food Industry : what would happen if one of the partners in the supply chain decided to have Zero Stock ?
- 15 h 10** Diagram and analysis of a Chain in the Automobile Industry : The Concept of Zero Stock versus procurement in low cost countries
- 15 h 40** Conclusion

9 H 10

Diagram and Testing of an Economic and Environmental Optimisation of a Procurement Network for Recycled Materials

Desbat Florence • Duchamp Stephanie • Gromas Virginie • Henon Cyril • Pepin Frederic

Our research project, based on the specific case of a company located in Brittany, is to optimise the used paper raw materials supply network (paper, newspapers, magazines). Starting with the procurement systems currently used, we have calculated the economic and environmental costs of the existing network. In fact, faced with a world which is focusing more and more on environmental issues, companies are increasingly becoming aware of their ecological impact and the importance of reducing their greenhouse gas emissions caused in part by their transport network. Today ecological issues are becoming as important as economic ones. It is therefore important to find a balance between these two factors. We have contacted companies in the extremely closed and specialized world of the paper supply chain. To develop our ideas and to find information, we have also studied the role of the company in Brittany and exploited all the opportunities that this region offers in terms of infrastructure. Leaving aside political/business agreements and to respond to this problem we have proposed optimisation solutions which are achievable but also imaginative. It is with several hypotheses in mind and always with a view to find the best environmental and economic combination, that we have given free rein to our imagination in this global chain for the collection and recycling of paper.

9 H 40

Economic and Environmental Comparison of Two Waste Transfer Options.

Pauline Berthommé • Lucile Lejemble • Vincent Brisset • Thomas Fritschman • Martin Morel

Our research project relates to a current problem because it deals with local waste management facilities.

The objective of this study is to :

- Propose concrete solutions , such as a practical tool for local authority decision making.
- Propose a study which does not give a unilateral vision but one which takes a multi factor approach (environmental, social, logistic, economic and technical criteria)

It should be noted that this project is participating in a Phd thesis and is therefore part of a more global perspective of the optimisation of waste treatment infrastructures. This project involves different partners as follows : EME, The organisation for the Treatment of domestic waste of south east Morbihan, CEMAGREF as well as ESLI. Our work has essentially concerned the logistic part : the cost calculation linked to transport, modeling flow diagrams to analyse the different solutions envisaged by the EME and calculations of the geographical barycentre. But this has allowed us to underline the importance of the integration of different evaluation criteria. For example, in calculating a barycentre political and social factors are not into account, but only matters of geography and volume. This is why it is important to make the results relative

In conclusion, this project is part of a logistic and environmental partnership and is a real commitment for the future. This study is a prelude for the actions which we could undertake in the future.

10 H 10

What is Supply Chain Management ? Is it the same as Logistics ?

Romain CATALA • Florian COMPE • Romain FLACHOT • Mathieu LE JEUNE • Lydie METAYER

We have taken some theoretical basics related to Supply Chain Management and Logistics and compared them to practices observed in company. The objective was to confront theory and practice.

We compare this theoretical data, taken equally from the academic world and from the professional press, to two distinct companies. We look at the idea of "terrain" used by a food company where we have targeted a frozen product for our case study. A car parts manufacturer also gives us his perception of concepts through a global study of windscreen wipers.

10 H 40 **BREAK**

11 H 00

Integration/Outsourcing : What if the process was completely integrated ?

Bertome Christelle • Delandevoin Ronan • Dorel Paul • Grall Kevin • Labarre Jean Benoit • Morel Julien

As the subject is very large, we began by researching information about company strategy in general. First of all we have developed a questionnaire on the theme of integration which we sent to companies by e-mail. We also took part in an ASLOG conference to make contact with logistics managers interested in our project.

For the case study, we finally decided to focus on a perfume manufacturer in order to examine a product with a relatively simple nomenclature. We chose a standard product of the company. Thanks to the cooperation of suppliers we were able to draw up a complete flow chart.

Our study was based on the evaluation of two performance criteria : the stock level (quantity and time period) and the time period. This relates to numerous time periods such as that for procurement, production, transport, stock level and information systems ...

We worked on the issues of lengthening or shortening the stock holding time and the potential implications for the logistics chain. As a result of this information we calculated the most critical links for the perfume manufacturer in terms of procurement.

Following this we have suggested some relatively original solutions for the integration of the links into the manufacturer's logistic chain. This does not necessarily mean that all the activities which are currently outsourced should be integrated.

11 H 30

What is the distribution plan for local shops engaged in e-commerce ?

Cage Sebastien • Gayraud Claire • Jeffs Diana • Panon Gregoire • Treguer Nicolas

Local shops, which have been weakened by the ferocious competition from supermarkets, are today facing a period of crisis. Furthermore, the increased difficulty of car access into towns, paying parking areas and the reduced household purchasing power are all restrictions on the development of local shops and even threaten their existence.

On the other hand we have witnessed in recent years the explosion of internet sales led by large industrial groups or distribution networks which benefit from their brand name thanks to a marketing strategy based on quality for some or low cost for others.

At the moment the strong points of local shops in relation to the competition from supermarkets are their closeness, product quality and specialist services associated with the uniqueness of certain products. However the formulas developed by 'traditional' e-commerce do not emphasize these assets, even though the classic distribution system (often using the postal service) adversely affect them through losing a certain personal service cherished by the customer.

In response to these issues our group proposes a new distribution system based on a particular range of products in a shop, which can be delivered to your home through internet orders.

12 H 00

LUNCH

13 H 30

What would happen if the Oil Price doubled ?

GEFFROY Anne-Maëlle • SOULE Thérèse • BRESCH Corentin

GROS Norbert • KLEIN Alexandre • SALIN Sébastien

At the moment the economic situation does not suit a lengthening of transport flows in the business world.

In fact we are witnessing a significant increase in the price of a barrel of oil which means that it is becoming more and more expensive to bring goods to their correct destination. Faced with this problem companies are sailing on troubled waters : how should they reorganize to deal with these increased costs ?

To carry out our study effectively we worked with a company of industrial connectors. In this company we have made a survey to establish an exhaustive flow chart of their goods while concentrating on transport costs.

Following that, we constructed a model of the existing logistic chain, using a flow simulation software (Extend). Subsequently we looked at the consequences of a doubling in the oil price.

As a result of these simulations we analysed the feasibility of the existing transport system, while reflecting on logistic alternatives (facilities, transport types, techniques, the human factor).

14 H 00

Logistics Services in Brittany : Supply

Allan QUETE • Matthieu LEGRAND • Alexis MACABEO • Vincent JOFFRE • Philippe MERIEAU

The opening of Europe to the ex-communist bloc has shifted the centre of Europe to the east. Furthermore, the low cost of labour in these countries has attracted numerous companies. This trend has tended to isolate and marginalise Brittany which finds itself at the extreme west of Europe. Nonetheless Brittany possesses a significant economic base mainly composed of food companies and the automobile sector.

This leads us to ask the question : «What are the logistic services available in Brittany to companies which enable them to be efficient in terms of logistics ?»

Logistics is an important factor in today's global economy where products are rarely consumed in the same place as they are made. Each French region tries, through its logistic structures (motorways, railways, distribution centers), to attract new companies.

We have therefore studied the Breton logistic framework with its possible developments and we will focus on the large logistic distribution centre project at Chateaubourg near Rennes, which is causing a lot of controversy. The question of logistic supply in Brittany is directly related to the other study of this conference which focuses on the issue of demand.

14 H 00

Logistics Services in Brittany : Demand

Gwenaëlle Bonnet • Aurélien Le Bartz • Laure Péry • Antoine Pignault • Céline Pressoir

To study logistic demand in Brittany we focused on the needs of the four great sectors in this region: the automobile sector, the food sector, the building industry and the naval shipyards and finally the electronic and telecommunications sector.

- We have carried out research into companies but also research on the internet into work done by regional government and work done in a PhD thesis on this question. To fine tune our research we contacted Breton companies in these different sectors first by e-mail and then by telephone.

The result is a current picture of logistic demand in Brittany which will be linked to the question of supply.

14 H 40

Diagram and Analysis of a Chain in the Food Industry : what would happen if one of the partners in the supply chain decided to have Zero Stock?

RAULT Anne-Sophie • BOUTRON Mathieu • NADIF Rachid • KANE Codou • LE GAL Jérôme.

The objective of our study is to build a diagram of the information and physical flows of a food chain and then to make a model of it to carry out some tests with one of the partners in the chain at zero stock. To do this, we have focused on the processing of cereals for the animal feed industry. The feed transformation activity is located at the end of the chain. In fact the final customer is delivered directly without passing through intermediaries. The study does not allow us to follow a particular product but analyses one month of the processing company's global consumption. This analysis is followed by several models where each partner in the supply chain chooses, one after the other, to limit their stocks to minimum.

15 H 10

Diagram and analysis of a Chain in the Automobile Industry : The Concept of Zero Stock versus procurement in low cost countries

Adrien TEFFAINE • Bastien MISSUD • Sylvain RICHARD • Gauthier QUEMENEUR • Mathieu EMROT

The map which we have decided to set up and study concerns the air conditioning system of a luxury car. In order to oppose the two basic criteria of our study (zero stock versus distant procurement), we have decided to study two different configurations of the supply chain. To do this, we have limited our study, by not taking into account a certain number of parameters (production, transport, stocks). The four components (part of the manufacture of the air conditioning system), which we do take into account for this study, are those with the highest value.

First, to calculate the global cost which results from this diagram, we carried out a study of the existing organization from the constructor's suppliers through to the assembly factory.

In parallel we studied the consequences of producing this air conditioning system in China. Using the same parameters we calculated a theoretical global cost of production in China.

Thus it was possible to compare the two organizations and to draw conclusions.

15 H 40

CONCLUSION