



Strathmore
UNIVERSITY

STRATHMORE UNIVERSITY BUSINESS SCHOOL
BACHELOR OF SCIENCE IN SUPPLY CHAIN AND OPERATIONS
MANAGEMENT

END OF SEMESTER EXAMINATION

SCM 4206: TEXTILE, APPAREL AND FOOTWEAR SUPPLY CHAIN

DATE: 6th December 2023

Time: 15:30-17:30

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

QUESTION ONE [30 MARKS]

This is based on the article from *Business Daily* titled “*State opens door for synthetic fabric manufacturers*”

- a) As manufacturers set up, they should be keen on lean manufacturing. Define it and state **five** key elements that need to be put in place in line with the synthetic fibres. **[12 marks]**
- b) Discuss **four** sustainable challenges of synthetic fibers. **[8 marks]**
- c) Retail is a crucial stage of the supply chain. Explain **five** factors a new manufacturer should consider as they bid. **[10 marks]**

QUESTION TWO [20 MARKS]

- a) Demand for the Wakali footwear at Naivas Supermarket is 1,000 units per month. Naivas Supermarket incurs a fixed order placement, transportation, and receiving cost of 2000 each time an order is placed. Each Wakali pair costs Naivas 1200 kes and the retailer has a holding cost of 20 percent. Calculate
 - i) the number of Wakali pairs that the store manager should order in each replenishment lot **[2 marks]**
 - ii) Number of orders per year **[2 marks]**
 - iii) Annual ordering and holding cost **[4 marks]**The store manager at Naivas supermarket would like to reduce the optimal lot size to 200. How much should the store manager reduce the ordering cost per lot. **[4 marks]**

- b) Packaging and labeling might not be relevant for Wakali footwear. Discuss using **four** points. **[8 marks]**

QUESTION THREE [20 MARKS]

Is based on the article title '*New balance launches new retail concept in London*'

- a) State if this concept will affect the upstream actors? How? **[12 marks]**
- b) Consumer tastes and perceptions are a key factor in footwear supply chain. Discuss in line with the article. **[8 marks]**

QUESTION FOUR [20 MARKS]

- a) Demand Forecasting is an important element of textile and apparel supply chain. Assuming a garment manufacturer has ten SKUs (store keeping units) subject to seasonal variations. The manufacturer has historical data, market trends and unique characteristics of each SKU. Define a step-by-step strategy to tackle this. **[12 marks]**
- b) Kariokor is known as big hub for leather shoes in Nairobi. Material sourcing is a big aspect to it. What should the artisans consider as they source for material? **[8 marks]**

QUESTION FIVE [20 MARKS]

- a) Design and Prototype is becoming more important in the garment manufacturing stage in the textile and apparel supply chain (TASC). Discuss **FIVE** main strategies that can be applied by garment manufacturers in Kenya based on the Emerging Design Strategies research article discussed in class. **[10 marks]**
- b) Adoption of technology enhances supply chain performance in footwear supply chain. Discuss. **[10 marks]**