



Strathmore
UNIVERSITY

STRATHMORE BUSINESS SCHOOL
BACHELOR OF SCIENCE IN SUPPLY CHAIN AND OPERATIONS
MANAGEMENT
SPECIAL EXAMINATION
SCM 2205: TEXTILE, APPAREL AND FOOTWEAR SUPPLY CHAIN

DATE: Mon, 22nd April 2024

TIME: 10:30 – 12:30

Instructions

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

Question One

This is based on the article from *Economist* titled “*Why young consumers love Birkenstocks*”

- a) Discuss how the demographic shift towards younger consumers impacts the supply chain. **[10 marks]**
- b) Birkenstock’s decision to maintain almost all of its production in Germany can impact the footwear supply chain. Discuss advantages and disadvantages. **[10 marks]**
- c) Collaborations like Birkenstock and luxury brands like Dior may affect sourcing and manufacturing process. Discuss. **[10 marks]**

Question Two

- a) Identify and explain **three** key challenges faced by manufacturers in the footwear supply chain. **[10 marks]**
- b) Discuss the importance of effective packaging and labeling in the apparel supply chain and its impact on brand perception, product differentiation, and consumer experience **[10 marks]**

Question Three

- a) Identify and explain **three** key retail concepts or strategies commonly employed in the apparel industry to enhance customer engagement, drive sales, and differentiate brands. **[10 marks]**
- b) Consumer tastes and perceptions are a key factor in footwear supply chain. Discuss. **[10 marks]**

Question Four

- a) Identify and explain **five** common challenges or limitations associated with demand forecasting in the apparel supply chain, including issues related to data quality, forecast accuracy, and forecasting horizon. **[10 marks]**
- b) Discuss the importance of sustainable material sourcing in the apparel supply chain and its impact on environmental and social sustainability. **[10 marks]**

Question Five

- 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]**