The Chair of **Logistics & Supply Chain Management** is offering the following

**Project Study**

in cooperation with a global supplier of tooling, engineered components and advanced materials:

**Selecting a Distribution Center Site in East Asia**

**About the client:**
The US.-based company provides a broad range of applications tools, materials and processes to manufacturers in a wide range of end markets - aerospace & defense, transportation, general engineering, earthworks and energy. The firm generates sales in equal thirds from North America, Western Europe and emerging markets; it operates in more than 55 countries.

**Problem situation:**
While foreign markets offer great opportunities, the problems with locating in a foreign country can be substantial, making site location a very important part of supply chain design. Although East Asia in general and Mainland China in specific may still offer an attractive market for some line of businesses, the logistical environment is challenging due to an often inefficient transportation and distribution system, numerous government regulations, etc. Lack of familiarity with business practices and less developed relations with local government officials could threaten success for foreign companies. The company manufactures customizes parts for the United States, Asia and Europe, and transports to its local and foreign destinations with different modes of transportation. Since its Chinese business has expanded, as has new competition, and its customers in general have become more demanding, the company plans to improve its customer service (e.g., by increasing on-time delivery and/or fill rates). Therefore, the firm has initiated the process of redesigning its supply chain: Where to locate a new distribution center?

**Key project tasks:**
The project team is expected:
- to evaluate advanced location analysis methods (analytic and optimization techniques)
- to conduct a preliminary site search in East Asia (particular China) based on key factors such as demand, customers and supply locations, geography, transportation, costs, and others
- to compare the best five potential sites and justify recommendation in more detail
- to develop a graphical user interface in order to visualize the recommendations
- to prepare presentations and final reports

The project team will be coached and supervised by Dr. Martin Stößlein. Kick-off and regular milestone meetings are held via telephone/video conference with the US.-based Director Logistics. Due to the confidential and sensitive nature of the project information, each participant is required to sign an NDA (Non-Disclosure Agreement).

**Requirements:**
The project study is for students of the study-program TUM-BWL. Qualified candidates have a major in Supply Chain Management. The ability to work independently as well as analytical skills are required. Knowledge in modelling, optimization and simulation is helpful. The thesis should be written in English.

**Begin:**
April or May 2012

**Advisor:**
Dr. Martin Stößlein

For further information please see the Dr. Martin Stößlein in room 1547. Any interested student, please send your application (including motivation letter, curriculum vitae and transcripts of records) by email to:

martin.stoesslein@tum.de