

Study Assignment

Apple Inc. - Managing a Global Supply Chain

In preparation for the case, please consider these questions:

1. Review Apple's supply chain for its iPhone product. What differences set it apart from its competitors?
2. What are Apple's key advantages in how it manages its supply chain operations? Support your analysis with data from the case.
3. What are the challenges that Apple faces in the future and what are the implications for its supply chain?
4. As Jessica Grant, what recommendations would you make to the company's vice president, Phillip Duchene, and why?
5. How well does their supply chain design and its capabilities meet the needs of the company? Is this a good supply chain?
6. How does Apple's supply chain compare with Wal-Mart's supply chain? How are they different and how are they similar?