

Study Assignment

Half Century of Supply Chain Management at Wal-Mart

In preparation for the case, please consider these questions:

1. As James Neuhausen, what is your analysis of Wal-Mart's supply chain? Are the company's supply chain capabilities still a source of competitive advantage? Why or why not?
2. How is Wal-Mart doing? How does it compare to its competitors?
3. As Johnnie Dobbs, Wal-Mart's EVP Logistics, where would you spend your money or focus your energy?
4. Again, as Johnnie Dobbs, what recommendations would you make to the CEO? Where do you see the opportunities for Wal-Mart in its global supply chain?
5. How well does their supply chain design and its capabilities meet the needs of the company? Is this a good supply chain?