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STMicroelectronics E-Chain Optimization Project



Introduction



E-Chain Optimization Project is a business improvement plan to optimize the supply chain of STMicroelectronics that targets to its headquarter at Geneva, Switzerland. This project focuses on answering the six key questions that ST management faces in the organisation's decision-making when endeavouring to address seemingly intractable issues of global supply chain management affecting the company's growing and diverse product portfolio and customer base.

Problem Identification

Global semiconductor manufacturer STMicroelectronics faced major problems in the supply chain such as inventory control problems, long cycle times, and no time real time access. These challenges caused operational costs to rise significantly and customers' satisfaction level to drop. The first issue obtained arose from the manufacturing models and centred on the localization of the supply chain to improve its flexibilities to demand and general competitiveness.

Improved Efficiency:

Some of the improvements which were observed included better inventory control as well as shorter lead times which meant that the resources were being utilized in the best manner possible.

Increased Customer Satisfaction: Faster order processing and delivery contributed to enhancing the trust in the organization among the customers.

Conclusion

The case of E-Chain Optimisation project of STMicroelectronics provides a view of how technology and process can be deployed to enhance the chain. Through focusing on the key issues, which have influenced the work of ST, quite significant improvements have been made to efficiency, profitability, as well as customer satisfaction, thus strengthening its place as a market leader in the field of semiconductors.



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