



# Croeso | Welcome to Santa's Supply Chain

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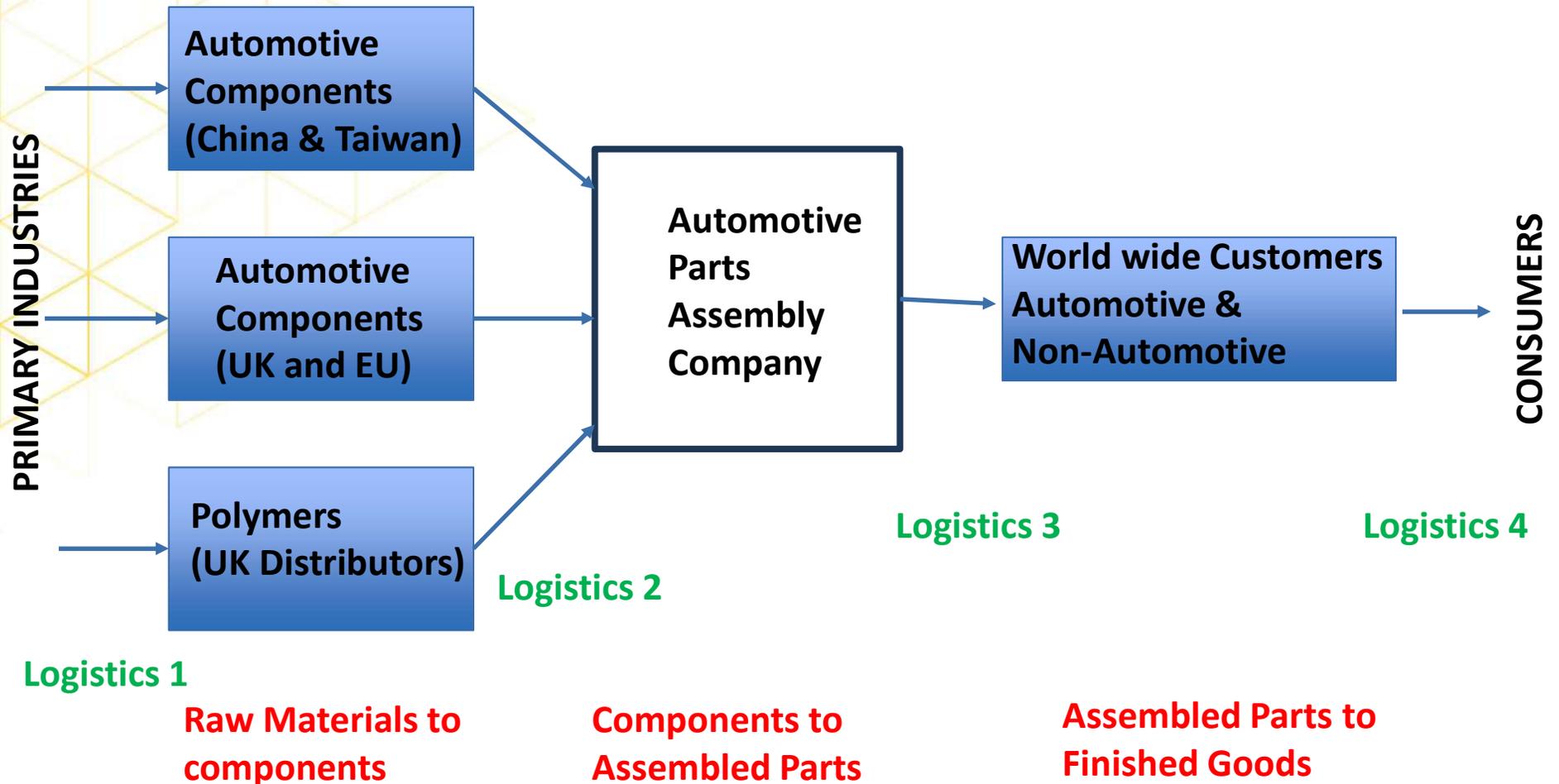
# Supply Chains



- The value creation chain of all the activities associated with physical distribution (channels).
  - Each part is its own value chain creating value for the next company/partner
- Supply chains aim to improve efficiency and effectiveness with regard to physical movement of the product.
- Cost control is a core Supply Chain Management activity
  - 15% of product price is attributed to supply chain activities!



# Example Supply Chain



# Your Task

- Create Santa Claus' Supply Chain.....
  - Think about the part the Elves play
  - What do they need to sustain them?
  - Who else can add value in Lapland?
  - Mrs Claus' role? The reindeers? Their food?
  - Raw materials for the Elves' workshop?
  - Sleigh repairs?
  - Christmas Eve logistics?



**Email your supply chain to Natalie Roberts for feedback [nar25@aber.ac.uk](mailto:nar25@aber.ac.uk)  
Good Luck and Merry Christmas!!**

**Diolch | Thank you**

**Merry Christmas &  
Happy New Year**



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