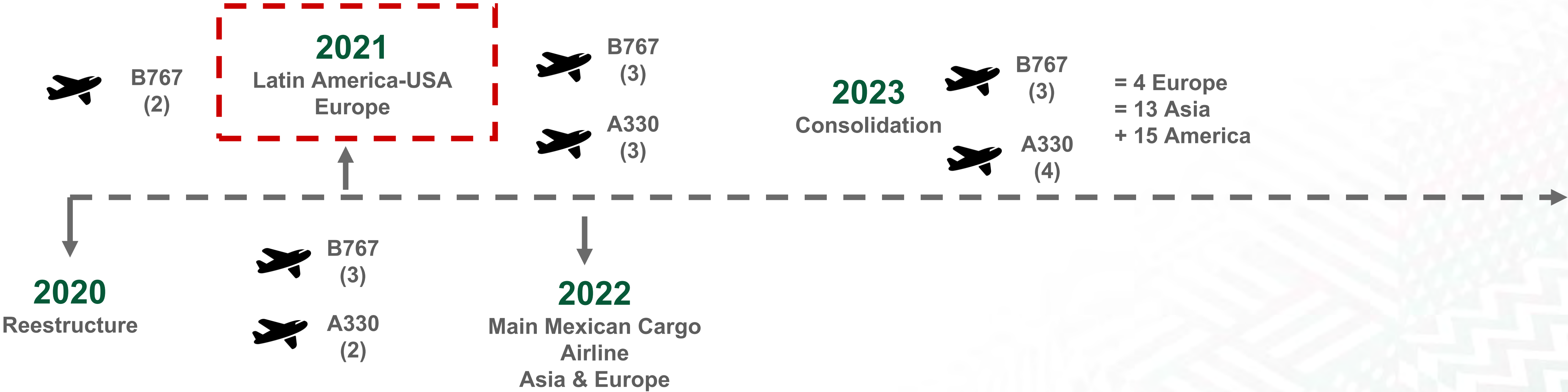


Eduardo Cedillo
Supply Chain Chief



mas

Background

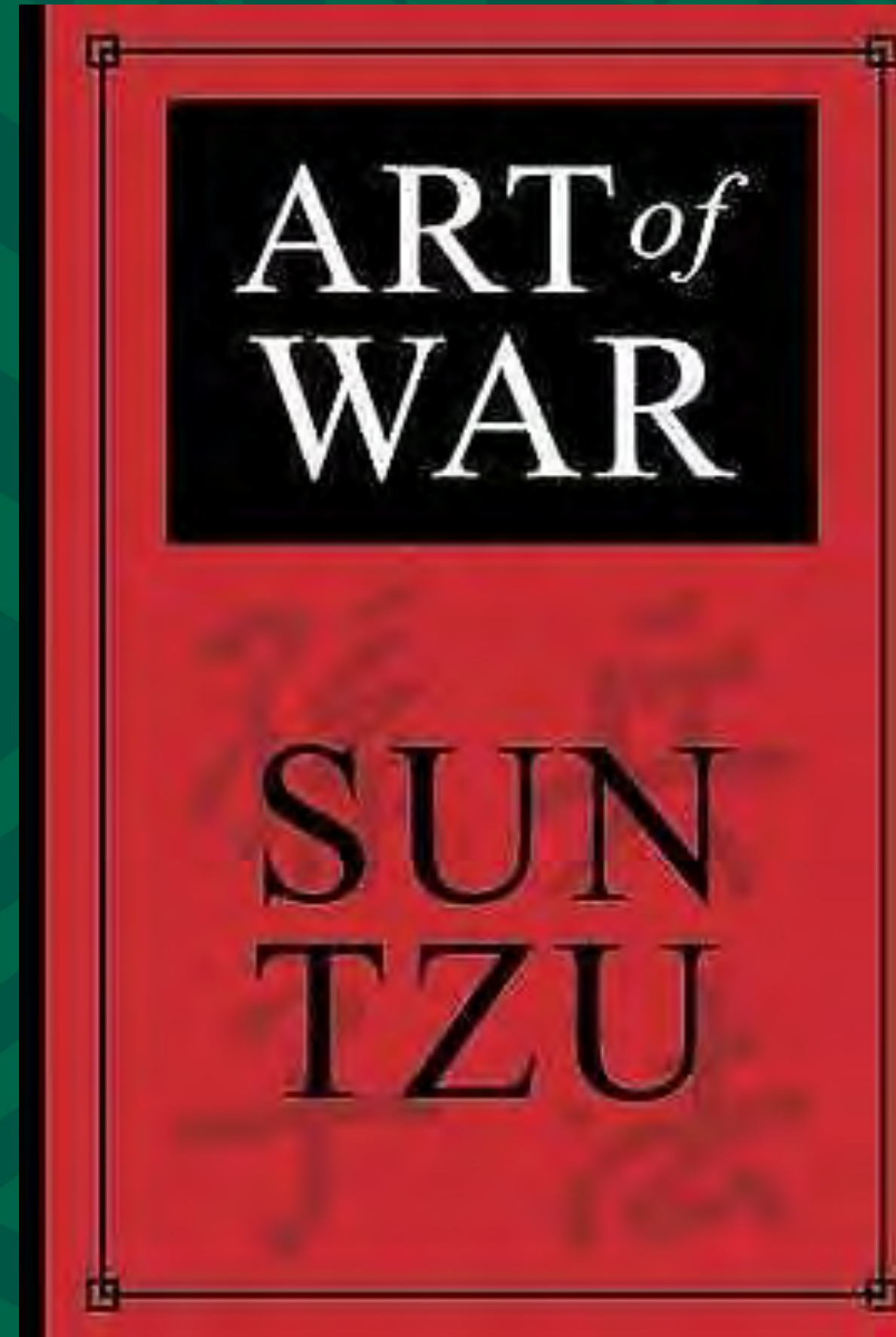


How do we prepare? Which will be the plan?

“I need to be impeccable, I need to be invincible”
“One chance to be profitable”



How does it relate to Supply Chain Management?



Supply Chain Strategy

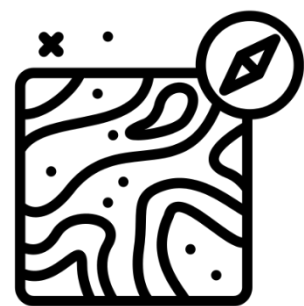
“Know your enemy, know yourself; in a hundred battles you will never be in peril”



Walk the process
Ask Question: What? Why?
Leave your chair



Contingency plan
Remote operation

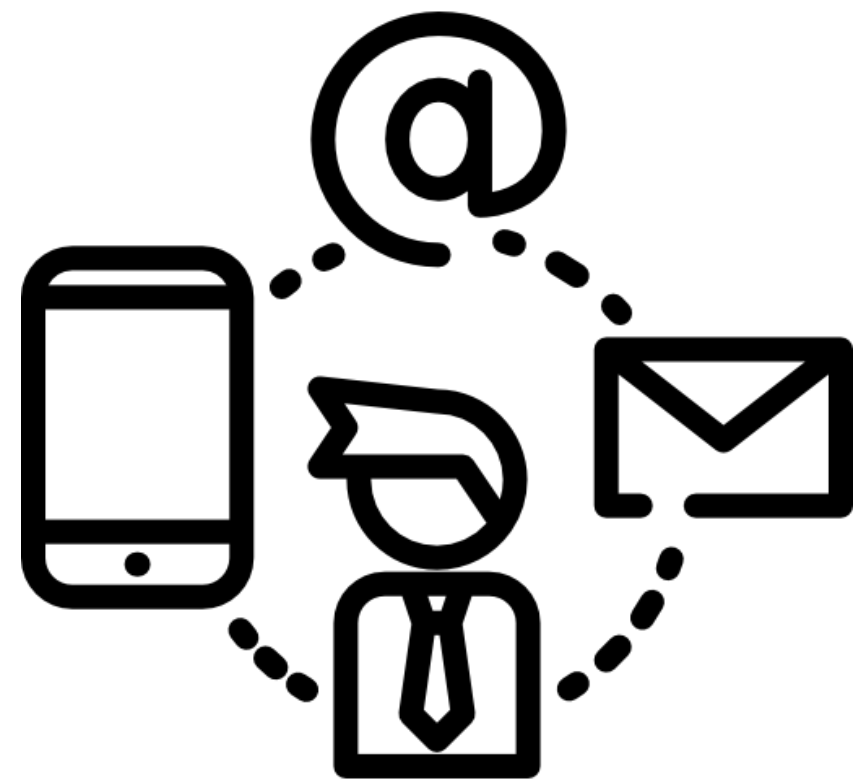


Political
Customs
Regulations (DGR)
Key players (LISTEN!!)
SWOT



“Speed is the essence of warfare”

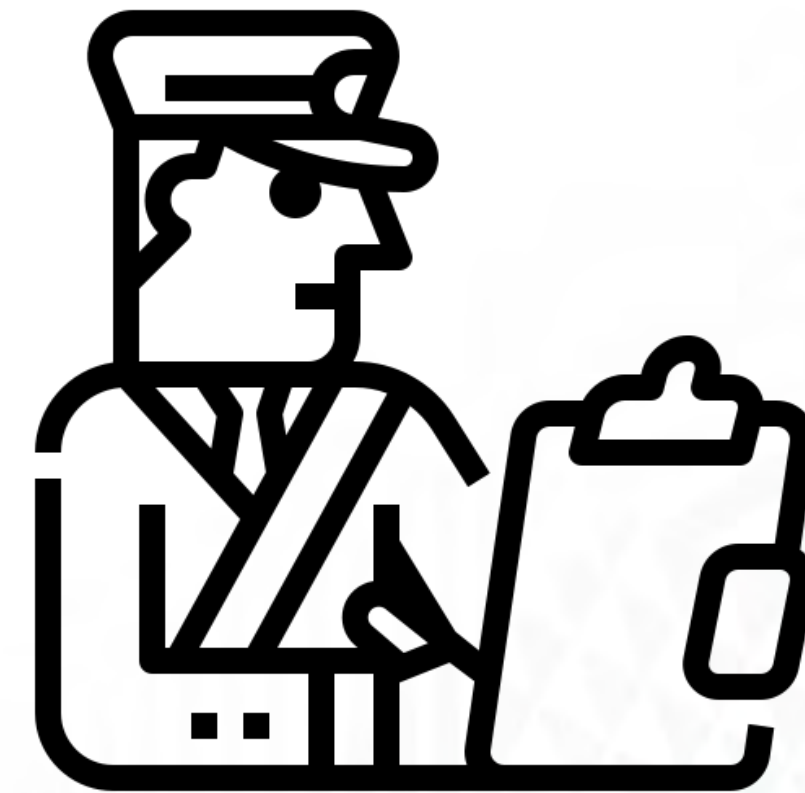
“Speed is the essence of the supply chain leadership”



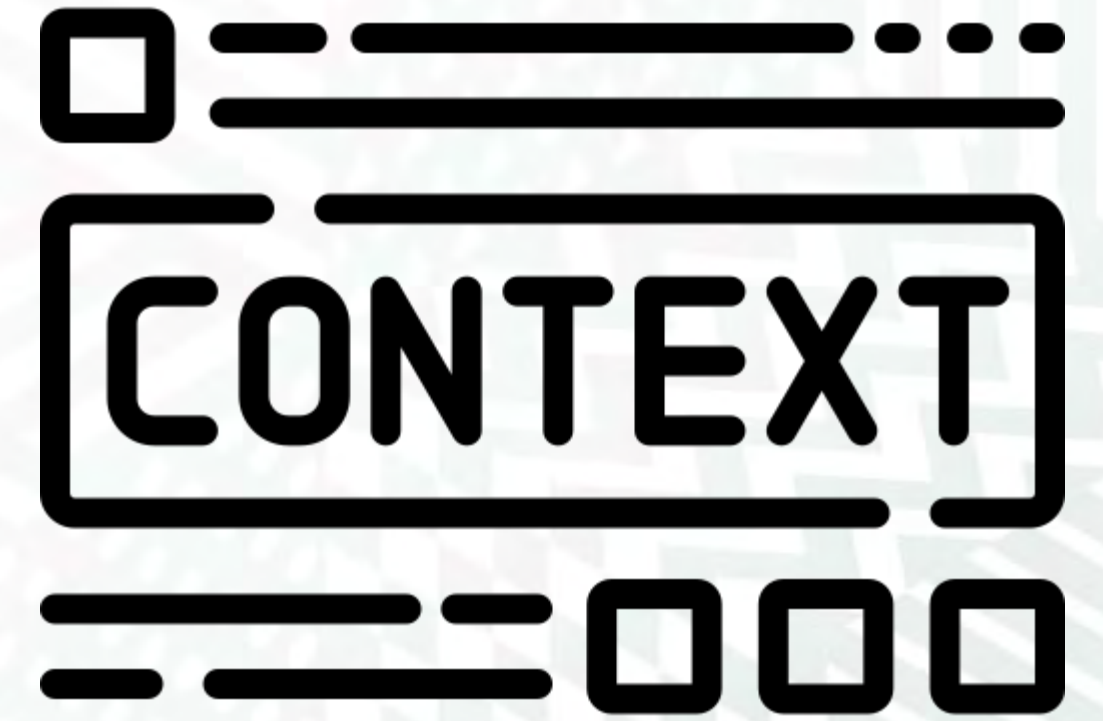
Channels



Routes



Customs
Ex. Beijing
Ex. DAP-DAT

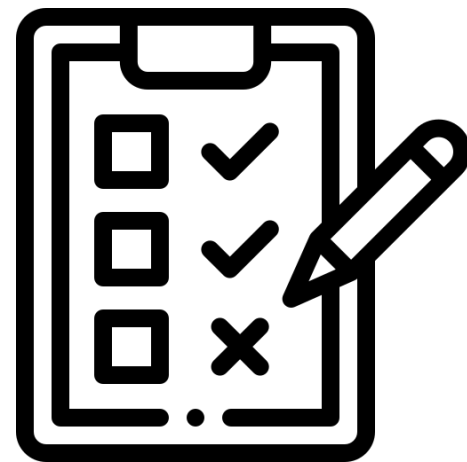


12.5%

Fast is not always Faster

Post Mortem

“Therefore, when I have won a victory, I do not repeat my tactics but respond to circumstances in an infinite variety of ways”

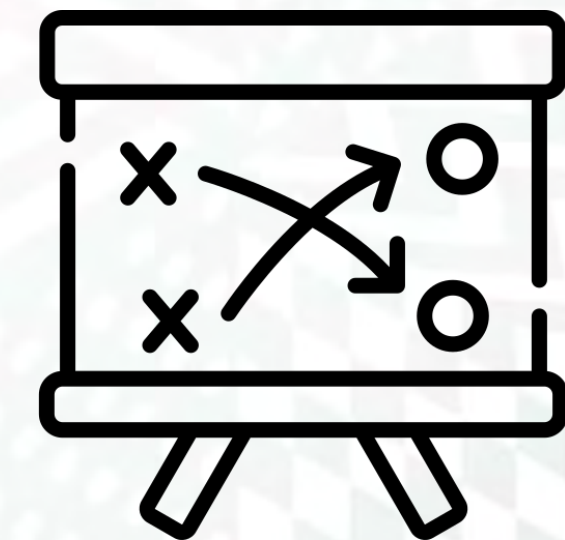


Change Tactics

Repeat mistakes < Profitability

Before I leave....

Supply Chain Leaders are the key to define the success or ruin of a company



Gracias!!!