

# Identify the contribution factors of inconsistent raw materials supply for Moby Dick Fish & Chips

By: Ai-Hua Young (Joyce)

Advisor: Fahima Ali

Client: Moby Dick Fish & Chips



## INTRODUCTION

I am a degree student majoring in Supply Chain and Logistic Management and this project is to identify the contributing factors of inconsistent raw materials supply for *Moby Dick Fish & Chips* and find a good solution for the operating owners who have had supply issues over the last 16-months.

## DEVELOPMENT

### Method:

Interviewing the different business operators including the host organisation owner to find out if they have any supply chain issues over the last 18 months and observation of retail shops in the area such as other fast-food owners, Japanese used car importers, Gazebo importers NZ and an exporter in China.

### Findings:

#### **COVID-19 impact**

- Global food supply chain
- Global logistic price surges
- Insufficient port space due to lockdown.

#### **Host organisation's management**

- Passive situation
- Absorbing of extra costs
- Profit margin fall
- No strategy for the changes that occurred.

### Recommendations:

#### **Short term recommendations**

- Improve the order cycle time
- Develop multi-supplier strategy
- Collaborate with other fast-food outlets

#### **Long term recommendations**

- Business sustainability
- Healthy cooking methods
- Source ingredients locally
- Environment friendly
- Transparency

## CONCLUSION

Over the last 16-months Moby Fish & Chips have seen large increase in price fluctuations. They have been in this business for the last 20 years and have not come across these type of price fluctuations before.

My investigation showed that COVID-19 is the cause for these fluctuations and after interviewing and researching for solutions I was able to offer short and long-term recommendations to help them navigate the problems they have encountered.

The research and interviews have helped me with my studies in Supply Chain and Logistic Management which is the area I will be majoring in after I finish my degree studies at the Wellington Institute of Technology.