

An investigation of how to solve the problem of products not consistently being provided to customers due to unstable international supply chain

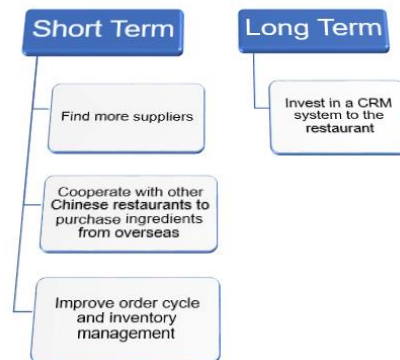
By: Shangshu Niu (Olivia)

Advisor: Dr Fahimi Ali

Client: Tiger Chinese Restaurant



Recommendations:



INTRODUCTION

The project was to investigate how to solve the problem of products not consistently being provided to Tiger Chinese Restaurant customers due to unstable international supply chains. The restaurant needs to solve current problems and maintain competitiveness.

DEVELOPMENT

Methodology:

My first task was to interview the host organisation's manager and one franchise operator from a chain of fast-food companies in New Zealand and then combine this with secondary data collected from news, journal articles, books, and online news items.

Research Objective:

To investigate the problem of products being sold out which is primarily caused by unstable international logistics. To include finding the best method to improve customer satisfaction for a restaurant's longer business life.

Looking at ways to improve the utilisation of container space, and even the freight costs. Consider the risks due to supplier errors or emergencies.

Improve cooperation with other Chinese restaurants in purchasing goods from overseas.

Findings:

- Order time – twice a year
- COVID-19 has disrupted the normality of the supply chain
- Supplier – only a single supplier for each kind of material. Small mistakes can then occur.
- Shipping price – increased 4 to 5 times since the COVID-19 pandemic.
- CRM – lack of CRM.

CONCLUSION

After interviews and an investigation, I was able to determine the short term and long-term recommendations needed to improve service to customers.

Short term:

- Find more suppliers
- Cooperate with other Chinese restaurants to purchase ingredients from overseas.
- Improve order cycle and inventory management.

Long term:

- Invest in a CRM system to the restaurant.

The project was very helpful in my study as I am majoring in Supply Chain and Logistics Management which is at the forefront of world interest currently due to the world-wide issues caused by COVID.