

“Designing the Downstream Model of Unicorn Black”



**By:**

Muneeb Nawaz Khan 01-122132-032  
Arslan Arshad Bajwa 01-122132-027  
Umar Ali Butt 01-122132-048

**MBA**

**Supervisor:**

Madam Sabina Shirazi

**Department of Management Science**

**Bahria University Islamabad  
2015**

## **Abstract**

A competent Supply Chain Designs can battle with different problems which companies face when increased competition exists and their products have a small life cycle.

This Project addresses five main problem areas that a Pakistani registered company, "Unicorn Black" is facing. All five problems areas are relevant to Supply chain Downstream Design. The problems areas were how to design a supply chain for a new product which they have to launch in a new market, Inventory Management & Warehousing methods, distribution of the company's merchandise into the target market, Market Research (Information gathering, Marketing, Advertising and Promotion activities), contract management & emphasis on building collaborative with the Retailers and consequent data collection.

A successful Down Stream Model design endeavors to make a suitable Supply Chain design which is being implemented at Unicorn Black, a Pakistani registered company working on animation and media.

## **Acknowledgement**

In the present World of competition there is a race of existence in which those are having will to come forward succeed. Project is like a bridge between theoretical and practical working. With this willing we joined this particular project. First of all, I would like to thank the supreme power the Almighty God who is obviously the one has always guided us to work on the one has always guided us to work on the right path of life. Without his grace this project could not become a reality. Next to him are our parents whom we are greatly indebted for us brought up with love and encouragement to this stage, We are feeling oblige in taking the opportunity to sincerely thanks to Head of Department , MS and special thanks to our worthy teacher and supervisor **Madam Sabina Shirazi**. We are highly obliged in taking the opportunity to sincerely thank to all the members of **Unicorn Black** for their generous attitude and friendly behavior. At last but not the least we are thankful to all our teachers and friends who have been always helping and encouraging us throughout the course. We have no valuable words to express our thanks, but our heart is still full of the favors received from every person.

## TABLE OF CONTENTS

### **ABSTRACT**

### **ACKNOWLEDGEMENT**

### **CHAPTER-1 INTRODUCTION**

Introduction-----5

Overview of Process----- 6

### **CHAPTER-2 PROBLEM DEFINATION AND REQUIREMENT**

Problem-----9

Mistake by Others----- 9

Supply Chain Model-----11

Supply Chain Process ----- 12

### **CHAPTER-3 DESIGN AND IMPLEMENTATION**

Identification and Tracking-----15

Purpose of Identification and Tracking System----- 15

Types of Identification and Tracking System----- 15

Automated Identification and Tracking System-----16

Bar code----- 17

RFID-----17

Components of an Automated Tracking System----- 18

Locator System----- 19

Memory System-----20

Fixed Location System-----20

Zoning System-----21

Random Location System----- 21

Combination System-----21

Distribution Network -----22

Factors Influencing Distribution Network Design----- 22

Logistics Total Cost ----- 24

Design options for Distribution Network for Unicorn Black-----	26
Manufacturer storage with direct shipping -----	26
Manufacturer storage with direct shipping and in transit merge-----	26
Distributor Storage with Last Mile-----	27
Distributor Storage with Carrier Delivery-----	27
Manufacturer or Distributor Storage with Consumer Pick up-----	28
Retail Storage with Consumer Pick up-----	29
Marketing-----	29
Information Gathering-----	30
Identification System of Items-----	31
Selection of Source-----	31

**CHAPTER-4 TESTING AND DEPLOYMENT**

Custom Authority-----	34
Custom Laws and Regulations-----	34
Classification-----	35
Specific Legal Documents to be produce for Imports-----	36
Pre-Inspection Requirement-----	36
Custom Clearance Process -----	36
Unicorn Black’s invoicing Process -----	38
Record Keeping and Backup -----	39
Unicorn Black’s Logistics Red Flag-----	39
Document Retention Rule -----	40
Rules of Critical or Disputed Items -----	40
Air Freight Consignments-----	40
General Imports for Air or Sea Process-----	41
Warehousing -----	42
Majors Tasks of warehousing-----	44
Product -----	45

Promotion-----	46
Price-----	46
Placement and POS-----	46
Selection of Identification and Tracking System-----	46
Selection of Locator System-----	47
Choosing Distribution Network Model-----	47
Contracts and Types -----	48
Selection of Contract -----	49

## **CHAPTER-5 FUTURE ENHANCEMENTS AND CONCLUSION**

Future Enhancements -----	52
Conclusion -----	53

## **APPENDIX**