

**A Supply Chain Information Management System for PepsiCo**  
Assignment 1 for Contemporary Information Systems  
Semester 2, 2020

**Due Dates**

An optional draft report is due no later than **4.30 PM, 04 September 2020**. A final report is due no later than **4.30 PM, 21 September 2020**.

**A Group Assignment**

The first task in this assignment is to find another person to work with in a group of two. Note that groups of three are not allowed and a "group of one" will only be allowed if an odd number of students enrol in the paper, and that will change if there is an early withdrawal.

A first option is to find someone you know and trust to work with you. A second option is to advise your availability to be in a group in the Introductions forum on Blackboard.

Find a partner and then notify Eghbal (eghaziza@aut.ac.nz) by 07 August 2020 (please include current email addresses in the notification). If you don't have a partner by that date, notify Eghbal and he will randomly pair solo students into groups. All groups are expected to be formed and working by the end of the day on Friday, 07 August.

**The Target Company: PepsiCo**

PepsiCo, Inc. is an American multinational food, snack and beverage corporation headquartered in Harrison, New York, in the hamlet of Purchase. PepsiCo has interests in the manufacturing, marketing, and distribution of grain-based snack foods, beverages, and other products. PepsiCo was formed in 1965 with the merger of the Pepsi-Cola Company and Frito-Lay, Inc. PepsiCo has since expanded from its namesake product Pepsi to a broader range of food and beverage brands, the largest of which included an acquisition of Tropicana Products in 1998 and the Quaker Oats Company in 2001, which added the Gatorade brand to its portfolio. As of January 26, 2012, 22 of PepsiCo's brands generated retail sales of more than \$1 billion,[3] and the company's products were distributed across more than 200 countries, resulting in annual net revenues of \$43.3 billion. Based on net revenue, PepsiCo is the second largest food and beverage business in the world, behind Nestlé. Within North America, PepsiCo is the largest food and beverage business by net revenue. Ramon Laguarta has been the chief executive of PepsiCo since 2018. The company's beverage distribution and bottling is conducted by PepsiCo as well as by licensed bottlers in certain regions.

Amongst their wide range of products are:

<https://www.PepsiCo.com/>

Much has been written about supply chain management at **PepsiCo** such as but not limited to:

- ✓ <https://www.slideshare.net/mohisnraza1/PepsiCo-supply-chain>
- ✓ <https://pepsisupplychain.weebly.com/supply-chain.html>
- ✓ <https://www.forbes.com/sites/stevebanker/2016/10/01/PepsiCos-practical-application-of-supply-chain-resilience-strategies/#4a10146a6293>
- ✓ <https://www.digitalcommerce360.com/2018/04/04/PepsiCo-drives-a-more-digital-supply-chain/>

Those resources should inform your investigation, but not be the focus of this assignment. The purpose of this assignment is to examine fundamental practices in the provision of information for supply chain management for a specific product manufactured by PepsiCo.

**A Business Report**

This assignment invites you to take off your student hat and put on a business hat (e.g., as a system planning analyst at PepsiCo). As much as possible, this report should reflect the highest standards of professional communication expected in a business report.

A typical report will include all of the sections identified below and a cover page with an appropriate descriptive title. You should use academic referencing (APA) to identify material from external sources.

Your target audience is a senior management group at PepsiCo. Assume the reader is a knowledgeable business person, but not an information technologist. So, for example, you won't need to define what is a supply chain, but you probably should include an explanation of what is a rich picture and its purpose in this report.

**Part 1: Supply Chain Information for PepsiCo** **10 marks**

Describe a generalised, theoretical supply chain for one of the products manufactured by PepsiCo. A diagram of the supply chain with explanatory text is required. The supply chain is both general (specific companies in the supply chain are not expected) and theoretical (one of your own creation), but it should be specific to the product you have selected.

Use a rich picture (a soft system planning technique you will learn about in unit 5) to identify what information needs to be gathered from the supply chain that will provide PepsiCo's strategic managers, divisional managers and operations managers with the information they need to optimise strategic, management and operational decisions relating to supply and distribution. A rich picture with explanatory text is required, and also text and/or tables to identify the information needs of the managers.

**Part 2: A Supply Chain Information Management System for PepsiCo** **9 marks**

Identify one of the information systems from the readings (e.g., enterprise resource planning system, decision support system) and discuss how it can be deployed to provide valuable planning and resource information within the various management decision-making levels listed above. Obviously, what you recommend here should link back to what was recommended in Part 1.

This section should include: (a) a description of the information system that is suitable for the target audience, (b) as specifically as possible, how the decision-making information identified in part 1 will be used in the system and (c) as specifically as possible, how the information will be delivered to managers. If diagrams or tables will facilitate your explanation, use them.

**Part 3: Discussion** **9 marks**

Justify the information system you are recommending by explaining its value to decision makers at PepsiCo (advantages) as well as any drawbacks (disadvantages) (Table of comparison is recommended). This discussion should be as specific as possible to the information you provided in parts 1 and 2.

To make the discussion of this report complete, be sure there is an executive summary (one-half to full-page summary of the report including recommendations and findings) at the beginning, an introduction (about PepsiCo and to state the purpose and importance of the report) at the front and a conclusion (a paragraph or two that provides an uplifting statement about what is being recommended) at the end.

**Presentation** **6 marks**

As stated above, this business report should reflect the highest standards of professional communication. This includes grammar, capitalisation, punctuation, spelling, idea flow,

sentence structure, formatting, page numbers, etc. In all of these matters and more, be consistent and be correct.

### **Participation in Discussion Forums**

**16 marks**

The readings in units 1-5 are an integral and essential requirement for completing this assignment. Accordingly, although these marks are awarded separately from the report – and as an individual, not a group – participation in the discussion forums make up 16 of the 50 marks on assignment 1.

As an individual, contribute to four online discussion forums pertaining to the readings for this assignment (units 1-4) for 4 marks each. Marks are allocated on the quality and originality of the contribution. For example, rather than simply summarise the readings you should search for more information about the topic and add observations from those readings, provide links or references to additional resources and/or give your own opinions on the readings and/or other entries in the discussion forum. The appendix to this assignment offers more suggestions to obtain full marks here.

### **Submitting the Final Report**

1. The maximum word count for this assignment is 3,000 words. No minimum word count applies, just be sure the assignment fulfils all of the expectations outlined above. Penalty marks will be applied to any submission that exceeds 3,000 words.
2. The assignment must be largely in your own words. It will be uploaded to Turnitin, which will check the work for originality. Submissions that have excessive matching against unreferenced sources or other students' work will be submitted to the Disciplinary Committee and/or a penalty for plagiarism will apply.
3. Do not include a table of contents or list of tables/figures. These are not included in small business reports and interfere with the matching system on Turnitin.
4. Do not attach an Assignment Cover Sheet. Not only is this not expected in a business report, it also interferes with the matching system on Turnitin.
5. The due date is no later than 4.30 PM, 21 September. Assignments submitted after this time will be penalised 5 marks for every 24 hours of lateness.
6. The assignment is marked out of a total of 50 marks, according to the marking criteria listed above.
7. You may submit a draft of your business report once for formative feedback. The draft will be mostly reviewed for completeness (i.e., are all major components present), not content or presentation. Comments will be offered to help you to improve your work. To take advantage of this offer your draft assignment must be submitted no later than 4.30 PM on Friday, 04 September.

### **Upload Declaration**

All submissions are to be uploaded to Turnitin. Accordingly, in uploading your contributions to the discussion forums and business report to Turnitin you agree to the following conditions:

1. You understand it is your responsibility to keep a copy of your assignment.
2. This assessment is entirely your own work and has not been submitted in any other course of study.
3. In this assessment you have acknowledged:
  - a. the source of direct quotes from the work of others,

- b. the ideas of others (includes work from private or professional services, past assessments, other students, books, journals, cut/paste from Internet sites and/or other materials) and
- c. the source of diagrams.

This includes "minimal paraphrasing" – changing a few words in a direct quote does not make this "your own work". Either quote directly (include quotation marks, citation and reference) or substantially rewrite the idea so it is expressed in your own words (include citation and reference).

- 4. You understand that Turnitin is a software system that detects plagiarism and copying, and that it will be used on your assignment.
- 5. AUT regulations regarding academic dishonesty, including plagiarism, are included in Part 7 (Academic Discipline) of the General Academic Regulations found at <http://www.aut.ac.nz/about-aut/university-publications/academic-calendar>

## **Appendix: How to Make an Excellent Contribution in Online Discussion Forums**

Online discussion is a critical part of Contemporary Information Systems. It more or less replaces discussion that might happen in lecture and 24 of 100 marks are awarded for participation in discussion forums. So, this section provides some suggestions for how to make an excellent contribution.

This advice may not be applicable to all topics in all readings, so keep that in mind. Frequently I use examples from the first unit, but that is only because that is the first reading you will read. Most examples could be rewritten for most other readings.

(1) Start with a meaningful title. "Unit 1" is supremely poor. "System Development" is better, but "Innovative Systems Development at Orion Health" (for example) is best. A meaningful title is best practice for discussion forums and helps other students to read and add to your thread.

(2) Don't just repeat what is in the reading. An introductory paragraph is okay, but don't simply point out 3, 4 or even 6 topics that were covered in the reading, with 1-3 sentences about each topic.

(3) Similarly, cover 1-2 topics in depth, not 3-4 topics superficially. This is perhaps the item in which most students lose marks. Your contributions should be analytical, insightful, reflective of personal experience or some combination of these. Your contribution should usually reference external resources (show you have done some research) and it should always be directly relevant to the topic.

(4) Avoid "safe topics", go for the challenging ones. For example, in the first reading, "safe" contributions stay in areas such as m-commerce, artificial intelligence, robotics and e-business. That is okay (no marks off), but extra consideration is given to contributions that venture into challenging topics such as competitive advantage, diffusion of innovation theory or financial evaluation of IS projects. Don't be safe – stretch yourself.

(5) Keep a business focus. "Business" is defined broadly – it could include science, government, non-profits, etc. – but avoid, for example, discussing the role of robotics in the Terminator movies.

(6) It is okay to start a new thread, but it is even better if you can make a substantial contribution to an existing thread. This is especially true when you have something significantly new to add or an alternative view to present.

The six comments above improve content, which is most of the marking criteria. Even with excellent content you can lose marks with language and presentation, as follows:

(7) Write like a business professional. Avoid colloquial phrases such as "hey guys" or "check this out" and if you have to say "this is cool" then at least explain what is cool about it.

(8) Mistakes in spelling, punctuation, capitalisation, etc. can result in a reduction in marks. A suggestion: type your contribution in Word and spell check it, at least, before cutting and pasting it into the forum.

(9) Format counts too. Generally, use a single font (not 2 or 3 fonts) of a uniform size. Use bold, italics and all caps sparingly and appropriately.

(10) Fully cite all examples, illustrations, data, etc. in the text. Use a consistent format such as (Ref 1), [1] or (Cook, 2012) in the text. Then make sure an identifiable reference is included at the end.

(11) Give a full reference. Specifically, not just a URL, but include a title (for sure) and, optionally, the author and date if these are present.

Finally, the rules about plagiarism on page 3 also apply to contributions to the discussion forums. All submissions to the discussion forums will be submitted to Turnitin and any plagiarised material will receive zero marks.