

Example Internship Proposal – Supply Chain Management / IBA

BACHELOR INTERNSHIP PROPOSAL ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY

Name company: *Nike*

Country: *Japan*

Brief description of the company:

Nike Japan serves as a sale distributor of sports fashion and recreational goods since 1993, operating as the subsidiary of Nike Inc.

Description of the internship assignment:

I will be a project consultant for the Technology and Operations department and will be responsible for making suggestions for improvements in the use of technology and the supply chain system to increase the efficiency and effectiveness of daily operations.

Description of the research problem that you will study within the company. Be sure to include the elements listed on page 7 of the internship manual.

My research questions is: "To what extent can Nike Japan's supply chain surplus be increased by improving its technological ecosystem?"

Background: Following the digital breakthrough in recent business era, Nike Japan recognised the need to keep up with the latest technology to survive in the severe competition between sport fashion brands in order to maximise profit.

However, Nike Japan's technology and operation team is resistant to change and previously introduced changes didn't go smoothly. My task is to suggest potential improvements in the technology for the supply chain system, while taking into account the current initiatives such as the Omni channel tactics to plan a course of adaptation in a form of a checklist.

The overall goal is to increase the supply chain surplus. The surplus can be calculated by deducting production costs and overhead costs from the revenue.

As a start I will get a better understanding of the supply chain data, the production flow, the retail experiences at an in-line store and factory, the Omni channel initiative, and the daily operations process.

I will use academic concepts like bottleneck determinations, inventory management and Just in Time (JIT) to define which elements could be improved with the help of technology.

The next step will be make an implementation plan for the changes and see what the business-related technology team can do themselves and where they need the IT application team. I will also interview employees at the stores in Tokyo to get a better understanding of their needs and check how the proposed improvements should affect their work.

Limitations of the research are that the time span to do the research and write the implementation plan is very limited and I am depending on others for the actual implementation. Limitation could also be that effects of current initiatives as the Omni channel tactics are not completely visible and might require different changes in the end. Another limitation could be that what works for Nike Japan, might not work for other locations or companies.

Description of the relation between the assignment and the chosen academic department:

This project is mostly related to Supply Chain Management as I will be working on improvements in the supply chain system.

IBA students only – Please describe the international aspects of this particular internship here:

Nike Inc. is a very international company. The headquarters have a big influence on the practices in the local offices, so I will also have to deal a lot with other offices as well as the headquarters.