Participation of SMU students in LV International Case Competition
LV Supply Chain Case Competition

- **The result:** The SMU team of Ms. Nadia Yeo, Ms. Cheong Wei Jia, Ms. Michelle Quek and Ms. Yue Su Xian represented SMU in the international LV case competition and were ranked third.

- **The LV Team:** Ms. Mathilde Curnillon, Mr. Renaud Masson and Mr. Sorin Ciocan-Vlădescu mentored SMU students on the project.

- **The project:** The international case competition sponsored by LV provided participants with a case on LV’s global supply chain, and disguised data based on flows within the supply chain. Students participating in the competition were expected to provide solutions to improve the profitability and the global carbon footprint of the LV supply chain.

- Only one group per university could be represented in the supply chain contest.

- To choose the winning team to represent SMU in the international case competition, 3 sections of undergraduates in SMU who were taking OPIM 321 were presented the case as part of their final project for the course.
LV Supply Chain Case Competition

• SMU participated in the LV case competition in two phases:
  – Phase 1: From August 26 to December 3, 3 sections of undergraduate students taking OPIM 321 participated in the project.
  – Phase 2: From December 15 to April 2015, one group that was designated the winner participated in an international case competition, and competed with students from 8 universities around the world.

• Description of interaction with LV: Phase 1
  – During Phase 1, Ms. Mathilde Curnillon and Mr. Renaud Masson made a presentation of the LV supply chain to SMU students
  – A case was made available to all students in the 3 sections, a total of 23 groups prepared reports for the project component of the course
  – Prof. Shantanu Bhattacharya interacted closely with the LV team and chose the winning group comprising of Ms. Nadia Yeo, Ms. Cheong Wei Jia, Ms. Michelle Quek and Ms. Yue Su Xian to represent SMU in the international case competition

• Description of interaction with LV: Phase 2
  – In Phase 2, the team representing SMU prepared a distribution plan each week for LV, which was compared with the actual demand data at LV, and a profit and carbon footprint were estimated.