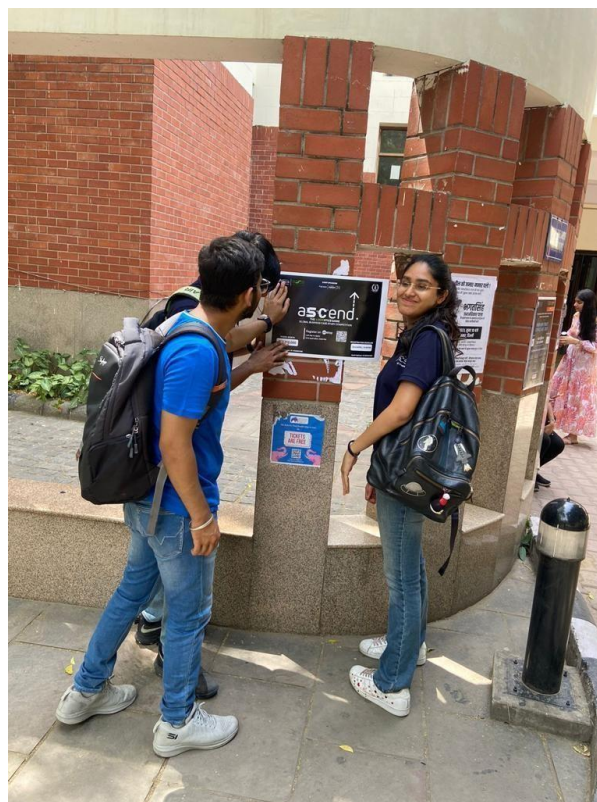


An Overview Of Events : APICS SSCBS (2022-23)

Ascend (Global Supply Chain Based Case Study Competition)



Ascend 23 was a highly esteemed global case study competition organized by APICS SSCBS (Date: **1 May, 2023**), featuring over 1300 entries and a significant digital presence, engaging participants from top institutions such as LSE, IITs, and IIMs A/B/K, spanning over a 10+ day period.



JIT Buzzinga (*Crescendo Event*)



APICS presented "JIT Buzzinga" (**18 April, 2023**) as a thrilling challenge during Crescendo, SSCBS's annual fest, where participants faced a high-octane decoding round with time-sensitive riddles. This event drew participants from prestigious institutions like IIM Rohtak, LSR, and Miranda, showcasing its impressive cross-campus appeal and competitive spirit.

Treasure Hunt (*APICS Direct Entry Round*)

BIT.LY/APICS_JUSTINTIME

APICS
SSCBS Chapter

JUST-IN-TIME
TREASURE HUNT
NOVEMBER 20, 5:00 PM

Team Size
1-3
members

Top 2 teams will secure a spot in
the Final Round of recruitments

SAKSHAM KHANDELWAL: 9558092308 AYUSH KEJRIWAL: 6204041657

APICS organized an engaging treasure hunt (**20 November, 2022**) with over 500 participants, incorporating online and offline rounds that included supply chain-themed riddles within the college premises, adding an exciting twist to the competition.

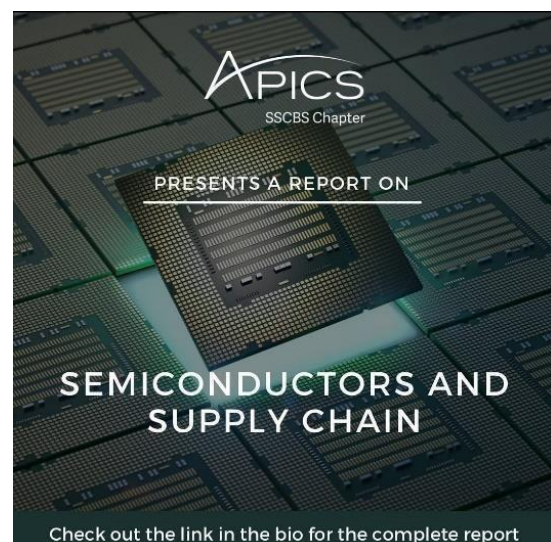
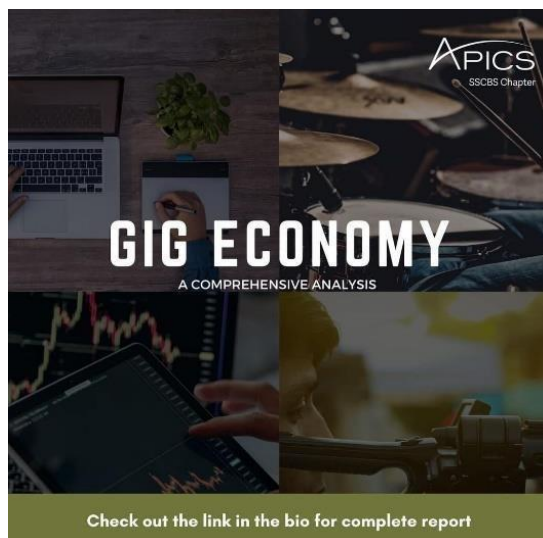
JIT Speaker Session (*Industry Leaders*)



APICS hosted prestigious JIT (Just-In-Time) speaker sessions (**26 June, 2022** and **17 October, 2022**) featuring industry experts and renowned supply chain professors, offering invaluable insights on industry trends and disruptions, attracting an audience of over 200 eager students. This event provides a remarkable platform for students to gain profound knowledge and understanding of the dynamic supply chain landscape.

Research Reports

Our objective is to deepen our understanding of Supply Chain Management by exploring its practical applications and enhancing industry knowledge. Through careful assessment and thorough industry analysis, we aim to identify potential areas for improvement and develop strategies to mitigate prevalent problems within the supply chain and logistics systems.

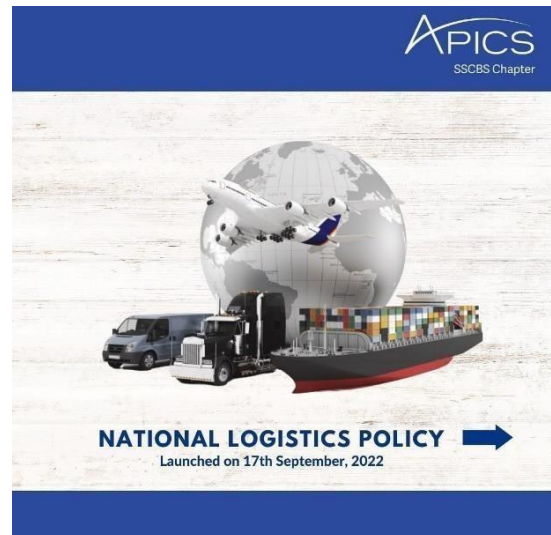


To achieve this goal, we have completed two research projects focusing on 'Gig Economy: A Comprehensive Analysis' and 'Semiconductors and Supply Chain'.

https://www.linkedin.com/posts/apicssscbs_gig-economy-activity-6995001213037502464-ijj?utm_source=share

<https://www.linkedin.com/feed/update/urn:li:activity:6950844867694448640>

Social Media Campaigns



We also regularly upload content on social media explaining the crucial elements involved in supply chain management and the intricacies associated with it. In recent times, we also did a series of posts on 'Supply Chain Management of Coca Cola' (**13 September, 2022**) and 'National Logistics Policy' (**3 October, 2022**) by decoding the supply chain process. These analyses not only delivered insights on SCM strategies but also highlighted the potential hurdles, offering valuable learning opportunities.

Live Projects:

MeduLance



About the Company:

Medulance was the showstopper of Shark Tank India with a funding of Rs. 2 Crore from Sharks, Namita Thapar (Emcure Pharmaceuticals), Aman Gupta (BoAt) and Peeyush Bansal (Lenskart),

Being India's first leading comprehensive emergency response services provider, they extensively deal in EMS Services.

Operating on a massive fleet size of 7500+ ambulances across India, the company aims to inspire breakthroughs in the way India looks at ambulances and first-point medical attention.

About the Live Project: (Duration: **February – May 2023**)

The company wanted comprehensive research on the EMS response industry, analysis of response times, service quality, and industry trends.

Furthermore, we performed a competitor analysis in the B2C Emergency response service industry, benchmarking companies on key performance parameters.

Other deliverables included conducting Segmentation, Targeting, and Positioning analysis for newly launched subscription services, recommending a tailored marketing mix for the target audience.

Our Work:

After dividing ourselves into teams, we did the appropriate research work for the company, providing detailed information for the following deliverables:

- Conducted a detailed Segmenting, Targeting and Positioning analysis for the newly launched services to enter the market.
- Estimated the market size by calculating the TAM, SAM and SOM for B2C businesses.
- Developed a sales funnel and the consumer journey for a new user looking to buy an EMS Response insurance/subscription.
- Evaluated product development, market development, diversification, and integration strategy and market penetration of the product.

It was a paid live project and our work was highly appreciated by the founders and senior members. The founders also recommended us to other companies.

Tweek Labs



About the Company:

Tweek Labs is a New Delhi-based sports technology startup, that starred on Shark Tank. Tweek Labs designs and creates wearable technology that helps enhance performance and aims to help athletes train more effectively to reach their goals faster.

We feel extremely exhilarated to announce that APICS collaborated with Tweek Labs to effectively execute a live project.

About the Live Project: (Duration: January – May 2023)

The company wanted us to do detailed research and analysis of its market position and whether it would be suitable to expand in a highly competitive sports industry.

We conducted the following activities as a part of their deliverables:

- 1) To develop a report to **evaluate the suitability** of the Kickstarter program to expand internationally.
- 2) To **assess the effectiveness**, user demographics, and success rates of the program in order to reach global audiences.
- 3) To **analyze competitors'** campaigns across nations that have both succeeded and failed in order to re- implement or avoid in accordance with current requirement of the organization.

Our Work:

After dividing ourselves into teams, we did the appropriate research work for the company, providing detailed information for the following deliverables:

- Conduct comprehensive research on technology adoption in the sports industry across India, the US, the UK, and Australia.
- Analyze competitors and study the market entry feasibility in different sports segments.
- Identify market opportunities for Tweek Labs' services in parallel sports.
- Study successful Kickstarter competitors for strategy insights.

The project was a huge success and the company was impressed by the quality of our research work. The founders also promised us for more projects in the future.

Teachers in Charge:

1. Dr. Mona Verma
2. Dr. Amrina Kausar

Contact Persons:

1. President: Sai Raunaq Gosain
2. Vice President: Nalin Bansal