

Global Supply Chain Management at Printko Ink Company

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Abstract

The Printko Ink Company case illustrates how network models can be used as an aid in spreadsheet model formulation. It also enriches students' knowledge how to use integer linear programming with binary (0-1) variables in dealing with fixed cost plant and warehouse location problems. Students completing the Printko Ink case will be able to develop a spreadsheet model that will solve for many logistic decision variables. It will help students decide where or whether to manufacture Printko Ink single product and how to get it to its customer around the world in the most economical manner.

Key words: Linear programming, spreadsheet modeling, network models, logistics, and global supply chain