

# Corporate Competitiveness through Supply Chain Management

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# Importance of Logistics



CISCO SYSTEMS



TOYOTA

ZARA

WAL\*MART



Leading to:

- benchmarking
- adoption of “best practices”

# What is an Excellent Supply Chain?

A. Adoption of “best in class” processes?

B. Financial success?







C. Minimum inventory?

D. None of the above



An excellent SC is one that supports the corporate strategy

# Successful Supply Chains

Company	Strategy	Supply chain
	<ul style="list-style-type: none"> <li>■ Every day low prices</li> <li>■ Stable demand</li> </ul>	<ul style="list-style-type: none"> <li>■ Scale: large stores; low cost RE;</li> <li>■ No brands; volume discounts</li> <li>■ Supplier partnerships; technology</li> </ul>
	<ul style="list-style-type: none"> <li>■ Fashion goods</li> <li>■ Low price</li> </ul>	<ul style="list-style-type: none"> <li>■ Speed</li> <li>■ short cycles</li> </ul>
	<ul style="list-style-type: none"> <li>■ Consumer high tech</li> <li>■ Low cost</li> </ul>	<ul style="list-style-type: none"> <li>■ Flexibility; postponement</li> <li>■ Demand shaping</li> </ul>
	<ul style="list-style-type: none"> <li>■ Patented drugs</li> <li>■ Safety</li> </ul>	<ul style="list-style-type: none"> <li>■ High availability</li> <li>■ Strong supplier management</li> </ul>
	<ul style="list-style-type: none"> <li>■ High quality/Low costs</li> <li>■ Global sales</li> </ul>	<ul style="list-style-type: none"> <li>■ Just in time; no waste</li> <li>■ Empowerment</li> <li>■ Real options in plants' location</li> </ul>
	<ul style="list-style-type: none"> <li>■ Product innovation</li> </ul>	<ul style="list-style-type: none"> <li>■ Outsourced manufacturing</li> <li>■ Fast product launch</li> </ul>



# Framework for SC Excellence

- Supporting, enhancing and being an integral part of the competitive business strategy
- Leveraging the supply chain to sustain a competitive advantage
- Executing well against a balanced set of operational performance objectives
- Focusing on a limited number of tailored business practices that reinforce each other

# Questions?



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