

The Drivers of Supply Chain Management Competitive Advantage



**The Drivers Of
Supply Chain Management
Competitive Advantage**

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Supply Chain Strategy Principle #1

Coordinate the Traditional Business Functions
Across the Supply Chain.



Supply Chain Strategy Principle #2

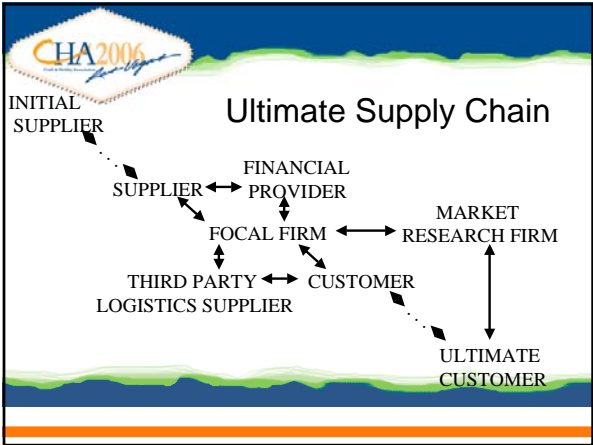
Collaborate with Supply Chain Partners
on Non-Core Competency Functions

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Supply Chain Functions

- Design
- Make
- Brand
- Price
- Promote
- Buy
- Stock
- Display
- Sell
- Deliver
- Finance
- Risk



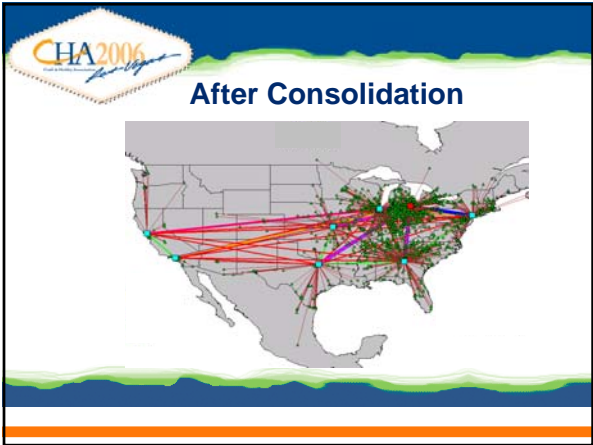
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Supply Chain Strategy Principle #3

Look for Supply Chain Synergies.


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Supply Chain Strategy Principle #4

Who is your customer?

Not all customers are created equal.

How do you reach your customers?

How do you reach differential advantage with your customers (Hint: It is not always the product)?



Supply Chain Strategy Principle #5

Not All Vendors Are Created Equal Either




Supply Chain Strategy Principle #6

Global does not mean buying from the next county.

Global does not mean buying nothing domestically.


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Competitive Advantage

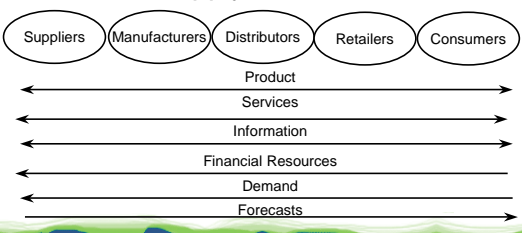


Supply Chain Strategy Principle #7

Identify and Manage the Supply Chain Cycles



Achieving Logistics Leverage:
A Supply Chain View



Suppliers Manufacturers Distributors Retailers Consumers

Product


Services

Information

Financial Resources

Demand

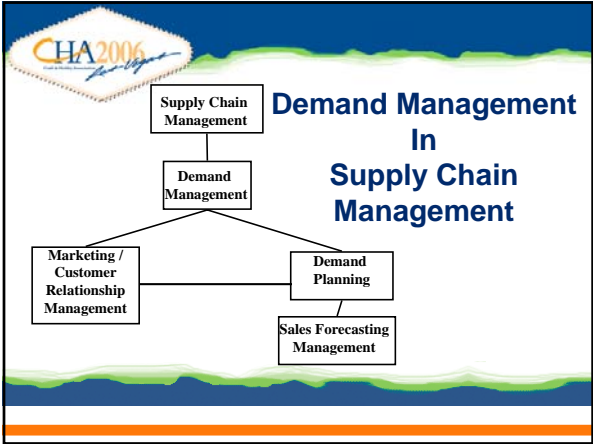
Forecasts

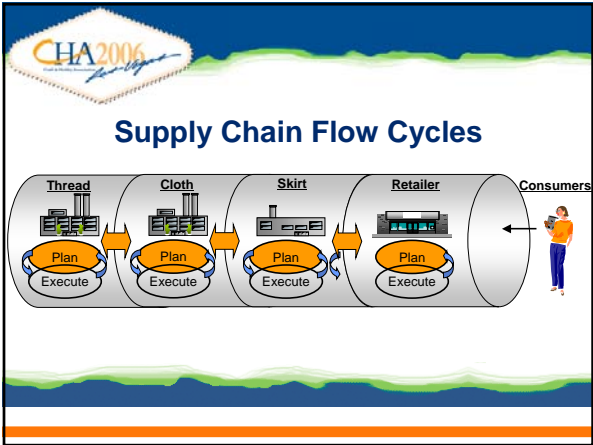


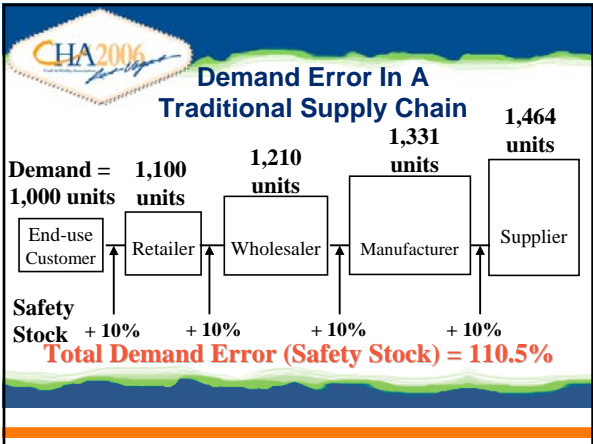
Supply Chain Strategy Principle #8

Manage Demand (Not Just the Forecast) in the Supply Chain

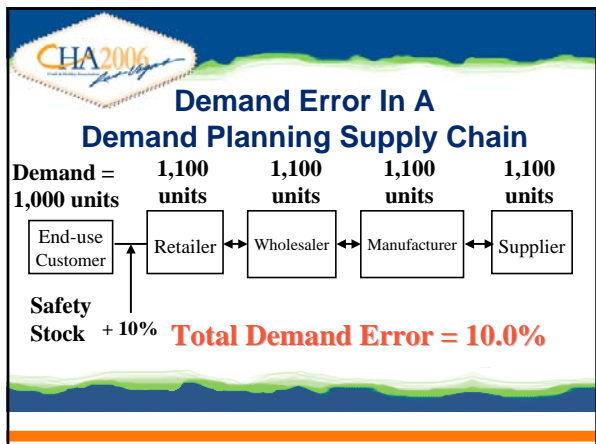
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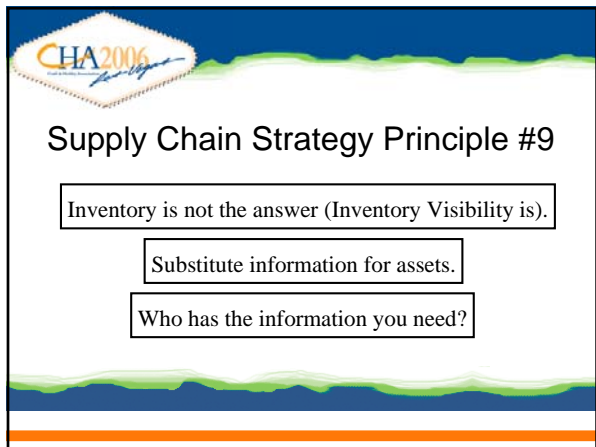


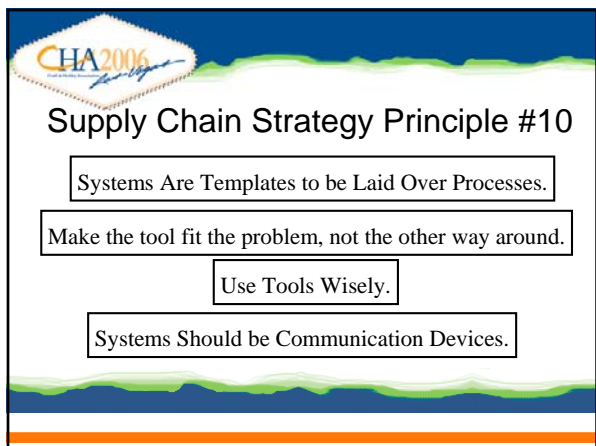




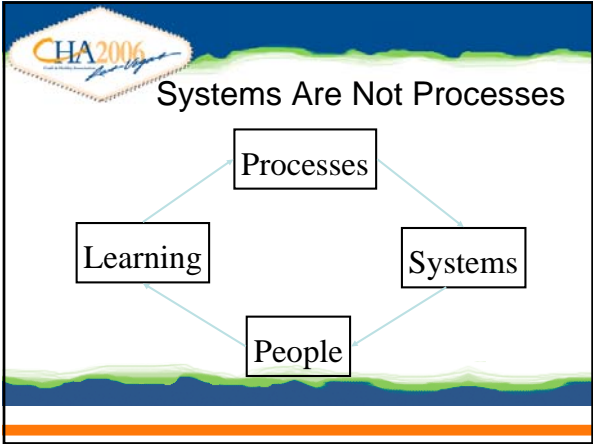
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Supply Chain Strategy Principle #11

Not all products are created equal.

The slide displays the CHA 2006 logo in the top left corner. The main text reads 'Supply Chain Strategy Principle #11' followed by a boxed statement: 'Not all products are created equal.' The slide has a decorative border at the bottom.

CHA 2006

Supply Chain Strategy Principle #12

Waste By Any Other Name is Still Waste

The slide displays the CHA 2006 logo in the top left corner. The main text reads 'Supply Chain Strategy Principle #12' followed by a boxed statement: 'Waste By Any Other Name is Still Waste'. The slide has a decorative border at the bottom.


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Resources Are:

- Value Added
- Non-Value Added
- Waste



Supply Chain Strategy Principle #13

Make Yourself Easy to do Business with.



Supply Chain Strategy Principle #14

Do not let tactics overshadow strategies

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Supply Chain Strategy Principle #15

Are your supply chain strategies and reward structures aligned?
