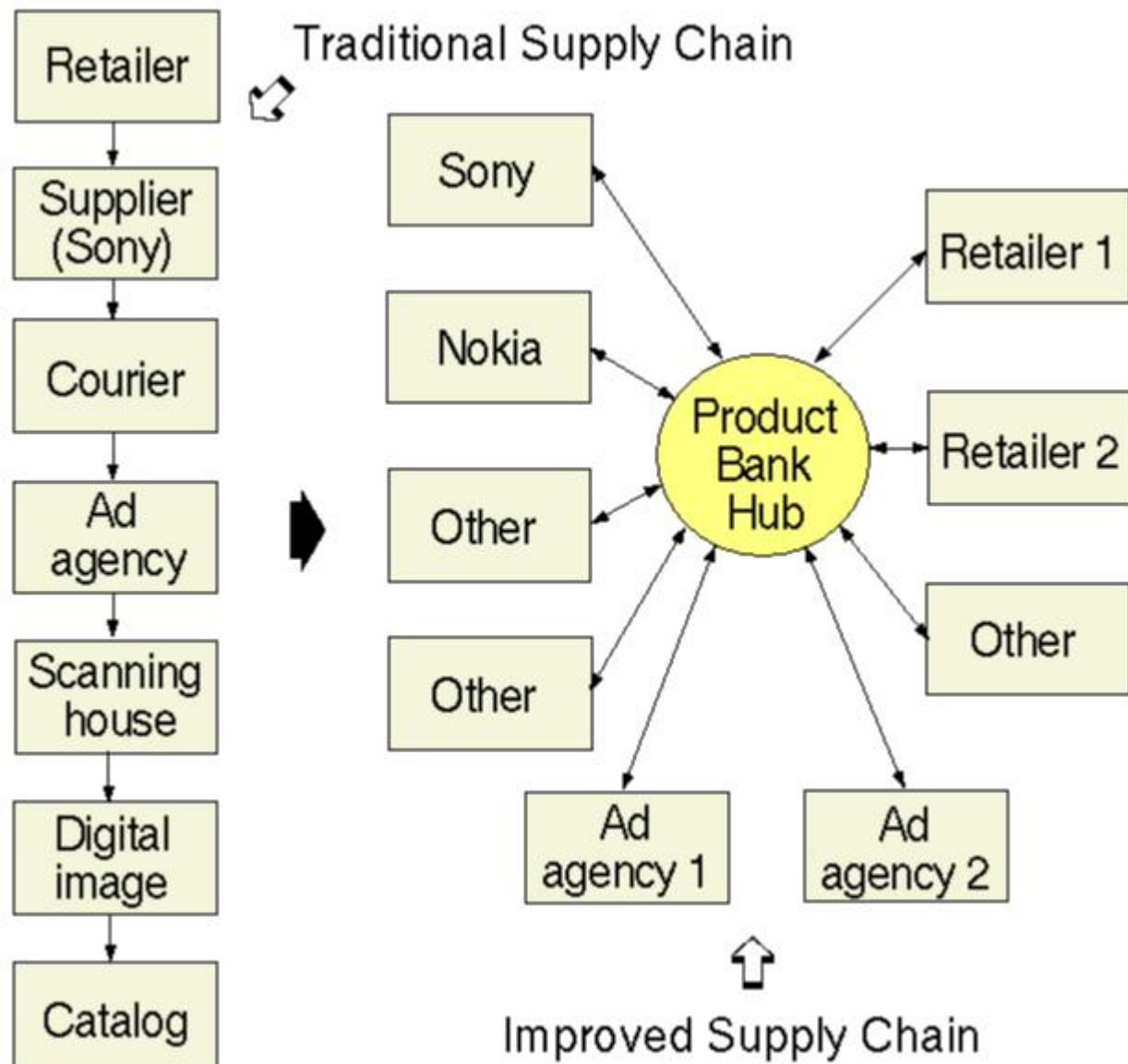


[Slide 17.10: Product and service customization](#)[Slide 17.12: The rest business models](#)[Home](#)

Supply Chain Improvers

A supply chain refers to the flow of materials, information, and services, from raw material suppliers through factories and warehouses to the end customers.

A supply chain also includes the organizations and processes that create and deliver these products, information, and services to the end customers. One of the major contributions of e-commerce is in the creation of new models that change or improve supply chain management. Most interesting is the conversion of a *linear* supply chain, which can be slow, expensive, and error prone, into a *hub*. Below shows the supply chain improvements of [Orbis Corp.](#)



Slide 17.10: Product and service customization

Slide 17.12: The rest business models

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