



Supply Chain Transparency in the Apparel and Food Industry

By Marcus Fuchs

GRIN Verlag GmbH Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 211x151x3 mm. Neuware - Bachelor Thesis from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Mannheim, language: English, abstract: Modern consumers are concerned about more than quality and price of the products they purchase. They demand concrete and credible information about the entire procurement process. Unsubstantiated company statements on the sustainability and safety of sourcing processes have proven to be insufficient to meet those demands (Hofstede, 2003). More and more companies increase the transparency of their supply chain (SC). However, in order to reach customers and to fulfill their needs, companies have to effectively communicate supply chain transparency (SCT) to the end consumer (New, 2010). This thesis focuses on transparency in the apparel and food industry because especially here consumers claim insights into the global supply networks (Meise, 2011, p. 138). It analyzes tools to enable SCT and provides an overview of practical methods that are available to the apparel and food industry for communicating transparency to consumers. Moreover, the paper evaluates these methods based on their effectiveness at meeting consumer demand and illustrates how different approaches...



READ ONLINE
[3.99 MB]

Reviews

It is in a single of my favorite pdf. Yes, it is engage in, still an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Dr. Keeley Windler**

A brand new eBook with a new standpoint. I have got read through and i also am confident that i will gonna read again once again down the road. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Miss Shannon Hilll V**

See Also



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original...



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



Twitter Marketing Workbook: How to Market Your Business on Twitter (Paperback)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...



A Year Book for Primary Grades; Based on Froebel s Mother Plays (Paperback)

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original...



Who am I in the Lives of Children? An Introduction to Early Childhood Education (Paperback)

Pearson Education (US), United States, 2015. Paperback. Book Condition: New. 10th Revised edition. 254 x 201 mm. Language: English . Brand New Book. Note: This is the bound book only and does not include access to the Enhanced Pearson eText. To order...