

VI Supply-Chain-Management und Logistik

Logistics plays a fundamental role in our everyday lives!



waste manager
Entsorger



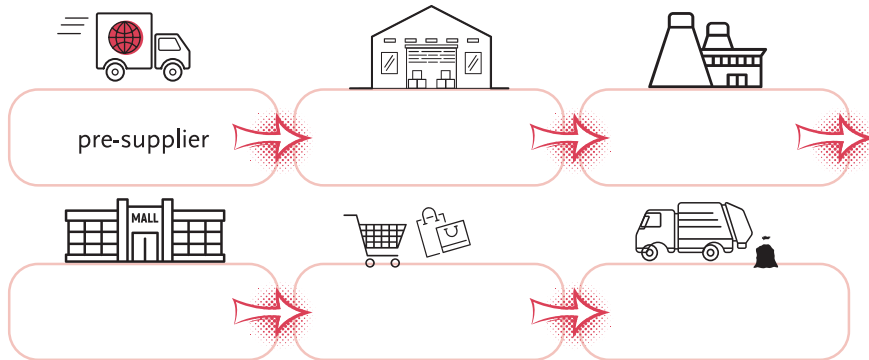
Going international

Now let's use the basics of the chapter "Logistikbetriebe" in English!

Exercise 1

Complete the following figure of a supply chain with the words from the box.

consumer → supplier → retail → waste manager → manufacturer



Exercise 2

Watch the video on Coca-Cola's supply chain and answer the following questions. You can find the video here:



FILM
AB!

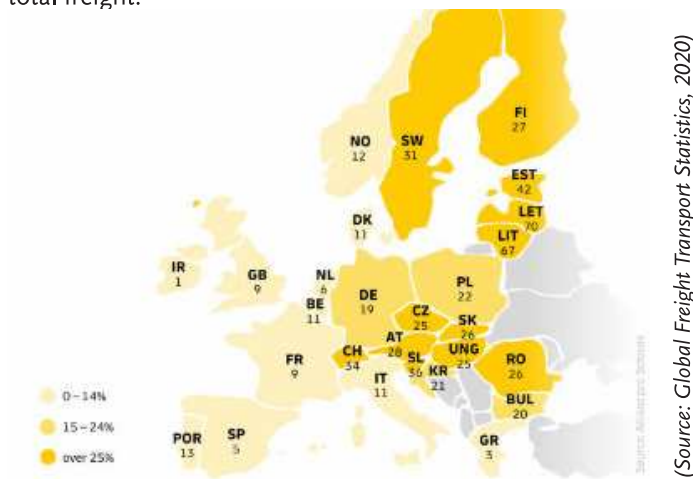


www.trauner.at/cocacola

- Explain Coca-Cola's supply chain in your own words.
- Argue why a resilient supply chain is important for Coca-Cola.
- Cola-Cola products are delivered all over the world. Which modes of transport do you think Coca-Cola could utilize? Also think of a combined transport.

Exercise 3

Have a look at the following figure, showing the market share of rail freight in total freight.



- Describe the figure in your own words.
- What could be reasons why rail freight transport plays a minor role in some countries?



Meine Mutter kauft unsere Lebensmittel im Bioladen um die Ecke.

Der Handel ist einer der wichtigsten Arbeitgeber Österreichs.

VII Handel

Sie finden

Der Handel – bedeutender Teil unserer Wirtschaft/
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