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Implementation of a logistics balanced scorecard

By Christian Biewald

Grin Verlag Feb 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Essay from the year 2013 in the subject Business economics - Supply, Production, Logistics, grade: 1,0, University of Applied Sciences Kempten (Professional School of Business and Technology Kempten), course: Strategic Logistics Management, language: English, abstract: In future industry competition will be increasingly supply chain vs. supply chain , rather than firm vs. firm . So today, the efficient management of global supply chain networks already has the potential to create competitive advantages for companies. Nevertheless most industrial companies still focus on production efficiency, creating non-market oriented business solutions that disable fast adaption to changing customer requirements. In more and more saturated markets a technology-driven competitive advantage is often quickly compensated by low-cost countries. In contrast high service quality established by efficient logistics processes can hardly be adopted in short time. The ability of fast consumer response allows companies to create an added value the customer is willing to pay for. But empowering companies to offer this added value requires high management attention on logistics processes as well as a clear logistics strategy with defined objectives that meet...



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