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2 Operations and Supply Chain Strategies 20 Introduction 22 2.1 Elements of the Business 22 2.2 Strategy22 2.3 Operations and Supply Chain Strategies 25 Customer Value 26 Four Performance Dimensions 27 Trade-Offs among Performance Dimensions 29 Order Winners and Order Qualifiers 29 Stages of Alignment with the Business Strategy 30

INTRODUCTION TO OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Supply Chain Management encompasses every effort involved in producing and delivering a final product or service, from the supplier's supplier to the customer's customer. Supply Chain Management includes managing supply and demand, sourcing raw materials and parts, manufacturing and assembly, warehousing

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