

Q1) What is supply chain?

Supply chain includes movement of products from suppliers to manufacturers to distributors, but also include movement of information, fund and products in both direction. Typical supply chain stages are: customers, retailers, distributors, manufacturers, suppliers.

Q2) What is the objective of a supply chain?

The objective is to Maximize overall value created.

Q3) What are the 3 key supply chain decision phases and their significance?

- supply chain strategy or design (strategic)
- supply chain planning (tactical)
- supply chain operation (operational)

Q4) What are the cycle and push/pull views of a supply chain?

► Cycle View : processes in a supply chain are divided into a series of cycles, each performed at the interfaces between two successive supply chain targets.

► Push/pull view : processes in supply chain are divided into two categories depending on whether they are executed in response to a customer order (pull) or in anticipation of a customer order (push)

Q5) How can supply chain macroprocesses be classified

- Customer Relationship Management
 - Internal supply chain Management
 - Supplier Relationship Management
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Q6) Why is achieving strategic fit critical to a company's overall success?

because a company may fail because of a lack of strategic fit or because its processes and resources do not provide the capabilities to ~~execute~~ execute the desired strategy.

Q7) How does a company achieve strategic fit between its supply chain strategy and its competitive strategy?

Step 1) Understanding the customer and supply chain uncertainty

Step 2) Understanding the supply chain capabilities

Step 3) Achieving strategic fit

Q8) What are the major drivers of supply chain performance?

-) Facilities
-) Inventory
-) Transportation
-) Information
-) Sourcing
-) Pricing

Q9) What is the role of each driver in creating strategic fit between supply chain strategy and competitive strategy?

① Facility role: - economies of scale
- larger number of smaller facilities

② Inventory role:

- ~~if no response~~
- inventory exist because of mismatch between supply and demand

③ Transportation role:

- faster transportation mode can provide greater responsiveness to customer who are willing to pay more.

- or slower transportation modes for customers whose priority is price (cost)
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④ Information :

- allows coordination between various stages in supply chain.
- crucial to daily operation of each stage

⑤ Sourcing :

- sourcing decisions are crucial since they affect the level of efficiency and responsiveness.

⑥ Pricing :

- determines the amount to charge customers.
 - pricing strategies can be used to match demands and supply.
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Q10) What are the major obstacles to achieve strategic fit:

- increasing variety of products.
 - Decreasing product life cycle
 - Increasingly demanding customers
 - Fragmentation of supply chain ownership
 - Globalization
 - Difficulty executing new strategies.
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