

Free essay about supply chain

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A list of web sites visited

Saab Automobile Shortens the Supply Chain for Dealer Parts Replenishment with Internet-Enabled Technology

[http://www.in.capgemini.](http://www.in.capgemini.com/resources/successstories/saab_automobile_shortens_the_supply_chain_for_dealer_parts_replenishment_with_internetenabled_technology/)

[com/resources/successstories/saab_automobile_shortens_the_supply_chain_for_dealer_parts_replenishment_with_internetenabled_technology/](http://www.in.capgemini.com/resources/successstories/saab_automobile_shortens_the_supply_chain_for_dealer_parts_replenishment_with_internetenabled_technology/)

National Electric Vehicle Sweden

<http://www.saabcars.com/en/the-company/about/>

BBC top gear

www.topgear.com/uk/tags/saab

Category Archives: Saab Advertising

<http://elevencreative.wordpress.com/category/saab-advertising/>

Saab's supply chain solutions story Part Two

http://www.supplychaindigital.com/global_logistics/saabs-supply-chain-solutions-story-part-two

Websites overview

These websites are among the websites that contain information about the Saab Automobiles. They are used in this paper to reveal the current and emerging trend that involves the business, and also provide ads about the company's product.

<https://assignbuster.com/free-essay-about-supply-chain/>

Customer base

The customer base of the Saab Automobile in Europe and China can be defined as need-based customers. The need-based customers are those that attach a particular intention to purchase the Saab's products. Despite many competitive automobile companies in Europe and China, Saab automobile has a competitive advantage that increases the customer's desire to buy their products. For instance, this automobile has high significance for security in designs that attract more customers. The customer base also contains loyal consumers because most of the investors come from China, and the company was established in one of the countries in Europe. This makes customers believe that the company is a home company; hence they develop a sense of loyalty to the firm.

In the future, the company should concentrate on embracing the new technology such as online sales and adverts so that they can be able to reach the potential consumers. The company also needs to improve the whole supply chain so that products reach the customer conveniently and efficiently.

Saab automobile current organization

Saab automobile is currently owned and operated by the National Electric Vehicle Sweden, a Chinese consortium, since June 2012. The management team of the company is headed by the chief executive officer and the chairman, Kai Johan Jiang together with President Mattias Bergam and Stig Nodin as Engineer and product development. This company is currently recognized as Nevs.

The company's mission is to develop a solution for the sustainable

automobile experience, through their own research and development in conjunction with engineering excellence and external research. The company is, therefore, dedicated to provide exceptional Saab experience in their products. One of the most important Nevs goals is to promote the Saab legacy through progressive design, innovative power, high quality products and services, and commitment to safety and environmental issues. Another goal involves achieving the front runner position in the automotive industry, while focusing mass and qualitative manufacturing of the electric vehicles. With this mission and goals, the company is ready to produce fun-to-drive spirit and distinctive attributes of the Saab care that can maintain the customer's loyalty in Europe and around the globe, as well.

Supply chain and logistics management strategy

Saab automobile had been in many years relying on the dealers to supply their products mainly in Sweden and China. However, to increase efficiency in the dealers' network, the possible strategy that this company needs to take is to adapt the use of new technology. The company can thus improve their supply chain by the use of the software integration that can monitor the movement of the products from the company to the consumers. The company also needs to invest heavily on the warehouse systems and process to be able to increase their product availability to the supply system.

The company currently faces the problem of low level of spare parts services by the car dealers to the owners. A possible solution might be introducing the supplier-managed inventory methods that are supported with stock reordering system that heavily relies on the Web technology. The solution

will also help the company to reduce the stock value held by the dealers while expanding the product range held by the dealers.

Works Cited

Chatterton, Mark. Saab: The Innovator. Newton Abbot, Devon: David & Charles, 1980. Print.

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" Information On Restructuring Plan Saab Automobile." Welcome to the SAAB Owners Club (GB) Ltd. N. p., n. d. Web. 12 Apr. 2014.

" saab Car News." BBC Top Gear. N. p., n. d. Web. 12 Apr. 2014.