

# Week three learning team assignment

Business



Supply Chain Needs Supply chain needs of GM's motor vehicles products

General Motors is specialized in the sale of motor vehicles. The supply chain needs of motor vehicles are mainly based on the customer's needs. The automotive industry is highly competitive; hence General Motors needs to enhance its product and customer service in order to obtain competitive advantage (UPS, n. d.). To build quality motor vehicles that meet the requirements of customers, highly innovative technology is required. Product quality and customer service are key requirements for effective supply chain. The company should develop features that meet customer needs and provide effective customer services in order to boost competitive advantage in the highly competitive automotive industry.

The needs of engineers and suppliers are also considered as the key supply chain needs of motor vehicles, especially in General Motors Company. The supply chain team should focus on automated materials recovery process and a centralized analysis system in order to meet the special needs of engineers and suppliers (UPS, n. d.). Engineers provide manufacturing services and advise in order to build customer-oriented products while suppliers provide parts and other materials needed to produce the best vehicles. A good relationship between the company and these stakeholders is necessary to combine the best parts and the best services to enhance an effective manufacturing process in the supply chain.

Another key supply chain need for motor vehicles is a responsive process. The process of manufacturing vehicles should be a highly responsive one whereby accountability and flexibility are enhanced. The supply chain should be able to simplify automobile processes including warranty parts and root-cause analysis. Responsiveness of processes is highly dependent on the

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effectiveness of the company's workforce and management.

#### References list

UPS (n. d.). UPS Supply Chain Solutions: General Motors Automotive Case Study.