

Supply network strategy



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'Supply Network Strategy' Supply network strategy means to manage networks by an organization but the organization should know what is referred to "managing". There are six network supply rules: network structuring, advisor, information broker, coordinator, agent, and innovation sponsor and relationship broker. There is very important issue to get knowledge about supply chain management for best supply network strategy.

Supply chain management is applied there where automated integration of requirements are given from customers to the suppliers. Supply chain management provides the ability to work speedily to elaborate the market requirements to the supplier requirements. It also improves the relationship of each link in the chain and improves the benefits of all partners in the supply chain.

Network Model of a Supply Chain

Finally, a three dimensional network model of a supply chain can better show that dynamic nature of the behaviors and way of information, services, and materials. A network view guides those who are responsible for strategy design, implementation, and execution to see the difficult relationships of a typical supply chain into the future. This also helps in field of "economies of scope" between the business enterprises.

According to above, Supply chain management is represented as a dynamic not as static. This view of Supply chain management has its crucial point on the logical and global attitude of business and its relationships. Information technologies are the facilitators. In which there is not least absence of performance. The theory of supply chain management has commands over the products or services that are beneficial for the company. It is also

involved the procedure that is faster than the cost. The term management in Supply chain management has a conservative view of its managerial dimensions, these dimensions can be planning, organizing or controlling the over all activities but there is a very little knowledge about the management of service supply. It also must focus on the management of service supply for the both customer and supplier but it focus on automated and dynamic integration.

Supply management focus on the rules of business planning and decision making. In this way the There are three integration of supply chain management: 1) Internal integration; 2) Supplier focused; 3) Network enterprise.

Internal integration focus on the enterprise is to integrate and optimize on its own operations. Internal supply chain based on the issues of address of integration of function and these are evolutionary steps. Large firms attempting to relate the supply chain management can be occupied with internal integration. But many firms refers the supply chain management can be realized once external integration of material, service, and information flows are obtained.

There must be significant benefit to the participants of supply chain management, this emphasis the focus of fostering long term, relationship with suppliers. Basic thing is that to create the trust of thinking which is based on belief relationship between buyer and seller and also quality relationship with some of quality suppliers. This relationship emphasizes the driver of supply management thinking to change it with " relationship management".

This relationship and collaboration provides industry and its related

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participants to the success and reliable benefits. The basic need is that whole members have trust and faith to other one and work with collaboration and integration.