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Discussion Question

Supply chain management is an integrative philosophy to manage the flow of a distribution channel from the supplier to the ultimate user. It can be described as the monitoring and control of the flow of goods from the point of initial production to the point of final consumption. The customer is the most important component of the supply chain because he or she is the final destination point of the entire supply chain. In other words, customers are the end users of the goods produced by the supply chain. Production of goods will therefore be unnecessary if they do not reach the intended users-consumers.

Customer service basically entails achieving internal standards of the business. Proper management of the supply chain enhances the customer service of a company by allowing it to increase the speed and accuracy with which it delivers products to customers, tracking the movement of shipment to ensure that they reach their destinations safely, and maintaining optimal levels of inventory so that customers always get what they require. All activities along the supply chain should be focused towards effective rendering of customer service.

Customer satisfaction is about meeting the expectations of customers. These expectations are centered on reliability, timeliness, communication, operational performance and access. It is built on the foundation that customers have expectations pertaining to the fulfillment of their demands. The supply chain has to work on developing products that fulfill the needs and wants of the customers. The goods produced should address the needs and wants of the customers. This means that customers should be able to

meet the demands of the customers at the right time.

Customer success is attained by meeting the requirements of the customers.

This helps acquire product and brand loyalty. Customer service, satisfaction and success are all intertwined in the efficiency of the supply chain operation. The primary emphasis of all these components is focus on the customer.

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It is true that the continuation of the supply chain is greatly dependent on the effectiveness of service delivery to the customer. Improving on logistical performance can grant a company competitive edge over their rivals. This is because the manner in which the good is made available to the customers plays a crucial role in the success of the business. In order to ensure this, it is important that goods are availed to customers in the right time, right place and in the right condition at affordable prices in order to ensure the effectiveness of service delivery to the end users.

Works Cited

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