

Supply chain

Business



Supply Chain Management a) Supply Chain Strategy – Performance

Management In a business environment, supply chain is the main aspect which decides the competitiveness of an organization. For the same reason, the business executives formulated supply chain strategies which can elevate the competitiveness and productivity of a firm. According to (UPS 2) “ At best, supply chain strategy can be the enabler of the business strategy. If the business strategy is to be the low cost provider, the supply chain strategy should support this”. One of the strategy in supply chain management is the performance management. In this strategy the business executives keeps a close eye on the performance of the projects and people managing it. Here performance is the key issue and there are performance goals laid down for the managing team regard to supply chain strategy

b) B2C Channel

A business to consumer market channel is the process where a goods or service reach to the end user from the seller. In a business, the goods and services are produced with an aim to channel it to the customer with a profit quotient. It is a potential marketing procedure for the business to reach its customers. One of the main marketing channel which has gained utmost popularity is the web marketing. To understand the same, a figure has been presented which can give a brief understanding as to the B2C channel.

Fig 1 : B2C Channel

Work Cited

UPS, 2005. Supply Chain Strategy The Importance of Aligning Your Strategies. UPS, 3/1, 1-7.

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