



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

SUPPLY CHAIN ANALYTICS

Supply chain strategy

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Supply Chain Strategy

- How a supply chain can provide competitive advantage?



Supply Chain Strategy

- Efficient Supply chain
 - Low cost supply
- Responsive Supply chain
 - Quick response to customer needs



Efficient Supply chain

- Low Cost supply chain
 - Look for Economies of scale
 - May be slow moving
 - Stable demand and supply



Responsive Supply chain

- Time is more important than cost
 - Faster response to customer needs
 - Uncertain demand and supply
 - Many a time margins are high



Examples

Responsive Supply Chain	Efficient Supply Chain
Courier Companies like DHL	Indian Postal Service
Emergency maintenance need of a vehicle on highway	Routine maintenance at a city garage
On board meal delivery in train using mobile app	Food services in a college / university

THANK YOU

