Chakravaty

Market Driven Supply Chains

Market Driven Supply Chains shows how supply chain management directly impacts the competitiveness and financial performance of a company. The premise is that a company needs to be responsive to enable the supply chain to adapt from one niche to another. The basic framework is discussed at length in Chapter 1 and it outlines how the fit between market drivers and supply chain processes can be assessed in the context of a product or service. Chapter 2 discusses demand and revenue management for shaping demand. Various concepts of capacity allocation, dynamic pricing, demand allocation, and mass customization are explored. In Chapter 3, the theme is managing capacity for market volatility and includes issues such as building flexibility, demand allocation between stable and agile suppliers, outsourcing, demand decoupling, capacity trading, and capacity network are explored at length. Chapter 4 reviews new product and process configuration for demand volatility, attribute mapping techniques such as the house of quality, fit between supply chains and products, product modules, facility configuration, and re sequencing, and redesigning processes. Chapter 5 covers procurement and the choice of supply network including network design, supplier relationship, and contracts. Finally, Chapter 6 examines the modalities of response in a supply chain disruption including proactive and reactive approaches. Market Driven Supply Chains should be of interest to both the academics and industrial practitioners, and would be of great value to graduate students in business and engineering. Modeling approaches for new problems are suggested along with discussion of case studies and other examples.

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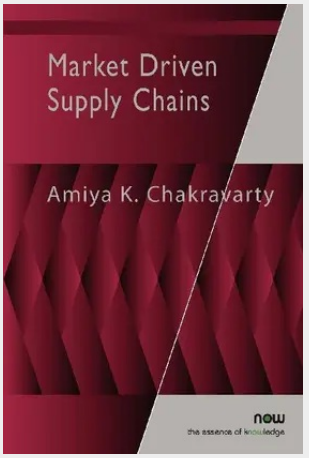

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