

- Sourcing- WHO will perform a particular activity in the supply chain
- Pricing- how much a firm will charge for goods and services it makes available in the supply chain

The role of each driver in creating strategic fit between the supply chain strategy and the competitive strategy

- Need the right balance between responsiveness and efficiency
 - More facilities→more responsive, fewer/central facilities→more efficient
 - More inventory→ more responsive, less inventory→ more efficient
 - Faster modes of transportation→ more responsive, slower modes→more efficient
 - Investing in information can improve responsiveness and efficiency
 - Appropriate sourcing decisions raise profits by assigning functions to the right party in the supply chain
 - Differential pricing can be used to attract the right target customer who value responsiveness and efficiency

Explain the impact of supply chain decisions on the success of a firm.

- Decisions significantly influence both the revenue generated and the cost incurred
 - Successful supply chains manage flows of product, information, and funds to provide a high level of product availability to the customer while keeping costs low

Three key supply chain decision phases and their significance

- Strategic (design)- how to structure the supply chain over the next several years, long term impact
- Planning- decisions over the next quarter or year, includes production plans, subcontracting, and promotions
- Operational- daily or weekly, includes sequencing production and filling specific orders
- Strategic provides constraints for planning, planning provides constraints for operational

Describe the cycle and push/pull views of a supply chain.

- Cycle view- divides processes into cycles that are each performed at the boundary between two successive supply chain stages
 - Each cycle starts with an order placed by one stage of the supply chain and ends when the order is received from the supplier stage
- Push/pull view- characterizes processes based on their timing to a customer order
 - Pull- initiated in response to a customer order (reactive)
 - Push- initiated in anticipation of customer orders (speculative)
 - Push/pull boundary separates push processes from pull processes

Classify the supply chain macro processes in a firm.

- Supplier relationship management (SRM)- all processes at the interface between the firm and its suppliers