



Roles and responsibilities of logistics

◆ Write down in which operational & strategic roles your company's logistics function is NOT involved

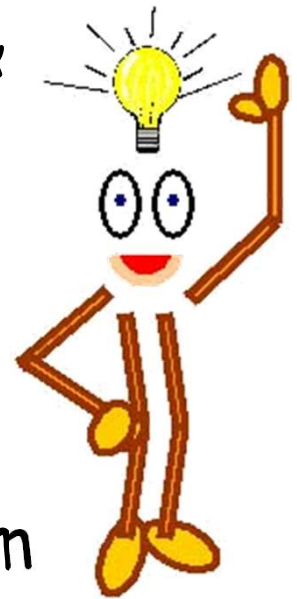
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◆ Why is it the case? Remedy?

What is Supply Chain Management?

★ Supply chain management is:
"the management of upstream & downstream relationships with suppliers & customers to deliver superior customer value at less cost to the supply chain as a whole"

★ Supply chain management does not just take into consideration **material flow** from the supplier to the customer but also **information & financial flows** throughout the supply chain



An Example of a Simple Supply Chain

