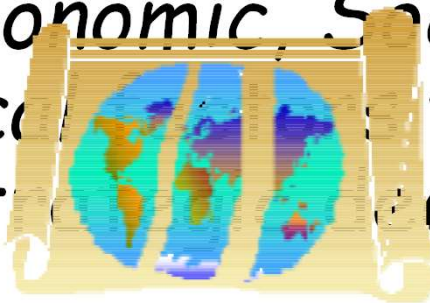


Forces Shaping the Future of Supply Chain Management

The major forces that shape the supply chain management environment can be analysed using the **PEST analysis**

The **PEST analysis** looks at the *Political, Economic, Social & Technological* factors that influence strategic decisions



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Alignment

One way of creating alignment in the supply chain is to share risks, costs & rewards amongst supply chain members.

A number of factors have to be considered when **aligning** the supply chain:

- ☐ Alignment of information
- ☐ Alignment of identities
- ☐ Alignment of incentives

