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in the tire industry as far as attracting and maintaining customers who in this case are Goodyear Tire & Rubber and Cooper Tires.

According to Alfina*et al* (60), proper supply chain in the tire industry reduces the costs involved in the whole distribution process. When a long supply chain is involved in the process, every intermediary involved may be interested in benefiting financially for the services they offer.

The financial gains by all the intermediaries translates to the increase in the costs of production and distribution thus affecting the final price of the tires. Short supply chains may be cost friendly to the organization but fail to meet the expectations by the market (Alfina*et al*80).

When the customers' expectations are not effectively met, the organization's sales and profits may decrease. The organization should research on the best supply chain that best minimizes its costs and maximizes its output while meeting the customers' expectations.

A short supply chain involving the producer and the consumer may be effective when selected and properly tailored to meet the customers' needs