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The Objective of a
Supply Chain □
Maximize overall
value created

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Supply Chain

surplus =

Customer value -

Supply chain cost

Supply Chain

Management:

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Authors: Sunil

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Kalra

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Sunil Chopra, Peter

Meindl. Pearson

Prentice Hall, 2007

- Business &

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Information □ Role
in the supply chain
Improve the
utilization of supply
chain assets and
the coordination of
supply chain flows
to increase
responsiveness
and reduce cost
Information is a

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key driver that can
be used to provide
higher
responsiveness
while
simultaneously
improving
efficiency Supply
Chain

Management:
Strategy, Planning,
and Operation, 5/e
Authors: Sunil
Chopra, Peter

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Supply Chain
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Strategy, Planning
and Operations.
Chopra S., Meindl
P. Pearson, 2008. –

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552 p. – 3rd ed –
ISBN: 0132086085,
9780132086080As

Sunil Chopra and
Peter Meindl
explain in their
Preface, the
purpose of their
book is to help
those who read it
to "develop an
understanding of
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interrelationships:
the strategic role of
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Sunil Chopra and
Peter Meindl have
recently updated
their Supply Chain
Management book
(2. edition

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Management, 6e,

employs a strategic
framework that

identifies and

illustrates facilities,

inventory,

transportation,

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information, supply chain sourcing, and pricing as the key drivers of supply chain performance in order to help readers understand what creates a competitive advantage.

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Management, 6/e
eBook: Sunil~~

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key strategic
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questions 1.

Coordination of a
supply chain is
always important.
However, such
efforts are usually
initiated by certain

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parties. For the global apparel industry, would it be more suitable for downstream or upstream parties to be the driver of the coordination?

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