

International Business

Chapter Seventeen

Global Manufacturing and Supply Chain Management

Introduction

Supply chain management: the coordination of materials, information, and funds from the initial raw material supplier to the ultimate customer

Logistics (also called as materials management): that part of the supply chain process that plans, implements, and controls the efficient and effective flow and storage of goods, services and related information from the point of origin to the point of consumption in order to meet customers' requirements

Global Manufacturing Strategies

- ***Global supply chain:*** links the suppliers' suppliers with the customers' customers, accounting for every step of the process between the raw material and the final consumer of the good or service
- The success of a global manufacturing strategy depends upon:
 - Compatibility
 - Configuration
 - Coordination and Control