

Sourcing Strategien: Charakterisieren Und Beurteilen - Elias Miesterneck

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Ziel der Sourcing Strategien ist es, eine effiziente, sichere und kostengünstige Versorgung eines Unternehmens mit den erforderlichen Gütern und Dienstleistungen sicherzustellen. Die Beschaffungsstrategie hat einen hohen Stellenwert, da sie die Grundlage des vom Unternehmen benötigten Materialbedarfs darstellt. Lange Zeit war die Beziehung zwischen Unternehmen und Lieferanten auf kurzfristige Zusammenarbeit ausgelegt. Hierbei wurde der kurzfristige finanzielle Vorteil vor eine gute und langfristige Geschäftsbeziehung gestellt. Diese Einstellung und Vorgehensweise ändert sich seit etwa Anfang der 1980er Jahre, als der Lieferant als Erfolgsfaktor erkannt wurde. Seitdem wird er als Partner angesehen und es wird größter Wert auf eine gute Beziehung gelegt. Durch die Entwicklung einer guten Beziehung trägt der Lieferant zur Kostensenkung, Innovation, Optimierung der Logistik und Steigerung der Flexibilität bei und beeinflusst so entscheidend den Wettbewerbsvorteil eines Unternehmens. Author: Miesterneck, Elias Publisher: GRIN Verlag Illustration: N Language: GER Title: Sourcing Strategien: Charakterisieren und Beurteilen Pages: 00019 (Encrypted PDF) On Sale: 2008-01-01 SKU-13/ISBN: 9783640235568 Category: Business & Economics : Management - General

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