

Prozessoptimierung In Der Beschaffung - Sandra Fromm

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Mit steigender Dynamik finden Veränderungen auf Absatz- und Beschaffungsmärkten statt. Zunehmende Globalisierung und gesättigte Märkte erhöhen den Wettbewerbsdruck, dem die Unternehmen ausgesetzt sind. Um in diesen Zeiten wettbewerbsfähig zu bleiben, müssen erhebliche Anstrengungen unternommen werden. Bestehende Organisationsformen und Prozesse müssen ständig neu überdacht und auf die jeweilige Marktsituation ausgerichtet werden. In diesem Zusammenhang ist es von größter Bedeutung, Optimierungspotentiale in allen Bereichen der Unternehmung zu erkennen und kurzfristig umzusetzen. Bei immer größer werdendem Anteil der Beschaffungskosten an den gesamten Herstellkosten kann der Einkauf durch strategische Ausrichtung des Kostenmanagements die Gewinnsituation des Unternehmens erheblich beeinflussen. In der Beschaffung wird so eine große Hebelwirkung zur Kosteneinsparung und die daraus resultierende Realisierung von Wettbewerbsvorteilen erzielt. Ein verbesserter Cash-Flow und eine effizientere Wertschöpfungskette tragen somit zur Festigung der Unternehmensexistenz bei. In dieser Ausarbeitung soll einleitend der Begriff 'Beschaffung' definiert und in den Gesamtzusammenhang einer Unternehmung eingeordnet werden. Die vorbereitenden Schritte im Hinblick auf eine voranzugehende Potentialanalyse und die darauf folgende Ermittlung von möglichen Optimierungspotentialen, unter Zuhilfenahme verschiedener Instrumente, werden anschließend vorgestellt und Möglichkeiten der praktischen Erschließung aufgezeigt. Author: Fromm, Sandra Publisher: GRIN Verlag Illustration: N Language: GER Title: Prozessoptimierung in der Beschaffung Pages: 00033 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638277075 Category: Business & Economics : Management - General

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