

# Kostensenkungspotentiale Durch Supply Chain Management - Benjamin Schramm

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Kostensenkungspotentiale durch Supply Chain Management 1 Einführung Die Verschärfung des internationalen Wettbewerbs, bedingt durch die zunehmende Globalisierung des Wirtschaftsgeschehens, führt zu einem starken Preisdruck am Markt. Parallel dazu steigende Produkt- und Produktionskosten führen unabwendbar zu einem Auseinandergehen der Preis-Kosten-Schere. (1) Darüber hinaus lässt sich erkennen, dass sich Unternehmen in der Vergangenheit hauptsächlich auf die Optimierung der Kernfunktionen (Beschaffung, Produktion, Absatz etc.) konzentriert haben. (2) Um diesen Entwicklungen entgegenzuwirken, hat sich das Management von logistischen Ketten bzw. Netzen, das so genannte Supply Chain Management, in den letzten Jahren verstärkt durchgesetzt. Damit eng verbunden ist die Einsicht, dass veränderte Marktanforderungen sich nicht mehr nur durch alleinige Optimierung der unternehmensinternen Prozesse bewerkstelligen lassen, sondern eine unternehmensübergreifende Zusammenarbeit erfordern. (3) Die Unternehmen der gesamten Wertschöpfungskette müssen Hand in Hand arbeiten, um den Kundenbedarf hinsichtlich Produktauswahl, Verfügbarkeit und Preis bei gleichzeitig rationellem Ressourceneinsatz und möglichst geringen Beständen zu befriedigen. (4) Simultan dazu steht im Fokus des Managements die Optimierung unternehmensübergreifender Netzwerke hinsichtlich niedrigerer Kosten, kürzerer Durchlaufzeiten und besserer Produkt- und Servicequalität. (5) [...] (1) Vgl. Thaler, K. (2001), S. 11 (2) Vgl. o.V., in: businesswissen.de/de/baustein/kapitel1928.html, 2004-09-29 (3) Vgl. Beckmann, H. (2004), S. 1 (4) Vgl. Kuhn, A., Hellingrath, H. (2002), Vorwort (5) Vgl. o.V., in: businesswissen.de/de/baustein/kapitel1928.html, 2004-09-29 Author: Schramm, Benjamin Publisher: GRIN Verlag Illustration: N Language: GER Title: Kostensenkungspotentiale durch Supply Chain Management Pages: 00032 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638399548 Category: Business & Economics : General

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