

Supply Chain Management - Matthias Koston

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Auch wenn es der eine oder andere schon nicht mehr hÃ¶ren mag: das Handlungsumfeld der meisten Unternehmen hat sich in den letzten Jahren grundlegend gewandelt. Es ist dynamischer, unvorhersehbarer und turbulenter geworden. Der Wettbewerbsdruck ist enorm gestiegen, nicht zuletzt durch die Internationalisierung der MÃ¶rkte. Eine Vielzahl in- und auslÃ¤ndischer Unternehmen kÃ¤mpft mit ihren Produkten um die Konsumenten und bietet ihnen ein immer grÃ¶ÃŸer werdendes, fast unÃ¼berschaubares Angebot an. Das Ziel, mÃ¶glichst als Erster die BedÃ¼rfnisse der Konsumenten zu befriedigen, fÃ¼hrte in den letzten Jahren zu einem Wettlauf, der in immer kÃ¼rzer werdende Produktlebenszyklen mÃ¼ndete. Diese Entwicklungstendenzen fÃ¼hren dazu, dass die Produkte und die dahinter stehenden WertschÃ¶pfungsketten mehr und mehr von den KonsumentenwÃ¼nschen gesteuert werden. Der wettbewerbsentscheidende Faktor, dem KÃ¤ufer sein individuelles Produkt so schnell als mÃ¶glich zu liefern, kann aber nicht mehr alleine von den letzten Gliedern der Kette, den Endproduzenten oder dem Handel umgesetzt werden. Die Unternehmen der gesamten WertschÃ¶pfungsketten mÃ¼ssen Hand in Hand arbeiten, um den Kundenbedarf hinsichtlich Produktauswahl, VerfÃ¼gbarkeit und Preis bei gleichzeitig rationellem Ressourceneinsatz und mÃ¶glichst geringen BestÃ¤nden zu befriedigen. Die gesamte WertschÃ¶pfungskette mitsamt den darin stattfindenden Produktions- und Logistikprozesse zu betrachten, wird im Supply Chain Management (SCM) propagiert, das auch in Deutschland in letzter Zeit vermehrt Aufmerksamkeit erhÃ¶lt. Author: Koston, Matthias Publisher: GRIN Verlag Illustration: N Language: GER Title: Supply Chain Management Pages: 00018 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638283052 Category: Business & Economics : General

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