

Lagermanagement In Der Supply Chain - Michael Kunze

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Ständiger Wettbewerbs- und Kostendruck sowie die zunehmende Kundenorientierung führen dazu, die Beschaffungs- und Logistikprozesse über Konzentrations-Standardisierungs- und Automatisierungstendenzen sowohl in der Industrie als auch im Handel zu optimieren. In der heutigen Zeit fehlen oftmals Abstimmungen bei Entscheidungen zwischen den Geschäftspartnern hinsichtlich Planung, Disposition und Bevorratung von Produkten und Rohstoffen. 1 Durch jede neue, nicht angekündigte Nachfrage steigt die Menge der daraufhin in den Vorstufen produzierten und gelagerten Güter. Dieser Effekt wird als Bullwhip- oder Peitschenschlageffekt bezeichnet. Er kennzeichnet die negativen Auswirkungen von nicht integrierten sowie verzögerten Informationsflüssen in Lieferketten. 2 Somit werden der frühzeitige Einsatz kooperativer Konzepte und der automatisierte Informations- und Datenaustausch einen klaren Wettbewerbsvorteil bieten, die den Informationsfluss verbessern sowie die Bindung zu den Partnerunternehmen erhöhen. Author: Kunze, Michael Publisher: GRIN Verlag Illustration: N Language: GER Title: Lagermanagement in der Supply Chain Pages: 00019 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640240944 Category: Business & Economics : General

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