

Strategische Netzwerkplanung Und Netzwerkstrategien - Stefanie Hain

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Die strategische Unternehmensplanung umfasst eine Vielzahl von langfristigen Entscheidungen, deren Auswirkungen existenziell sein können. Ein zentraler Bestandteil stellt gerade im Bereich der strategischen Netzwerkplanung die Standortplanung dar. Langfristigkeit und hohes Investitionsvolumen stehen hier insbesondere im Vordergrund. Aufgrund der Zulieferer-Abnehmer-Beziehungen zwischen den Supply-Chain-Elementen und der geografischen Verteilung dieser Elemente entstehen umfangreiche Transportströme in einem Produktions- oder Absatznetzwerk. Das Ausmaß dieser Transportströme wird wesentlich durch die Standortentscheidung beeinflusst. Diese Arbeit liefert eine Einführung in die strategische Netzwerkplanung, einen Überblick über deren Planungsaufgaben und beschreibt darüber hinaus einige bedeutende Modellierungsansätze für Standortentscheidungen. Jeweils anhand von Beispielen werden Optimierungsmodelle und Algorithmen zur optimalen Standortbestimmung vorgestellt: P-Center-Problem, P-Median-Problem, Covering Location Probleme (Überdeckungsproblem), Warehouse Location Problem und das Steiner-Weber-Modell. Diese Modelle dienen der Bestimmung von Standorten, zur Bedienung von Kundennachfragen und der Versorgung von Lagern durch Zwischenlager bzw. Produzenten, unter Generierung eines Netzwerkes für einen langfristigen Planungszeitraum. Abschließend werden die Unterschiede und Gemeinsamkeiten der Planungsprobleme hervorgehoben. Studienarbeit aus dem Jahr 2004 im Fachbereich Wirtschaft - Beschaffung, Produktion, Logistik, Note: 2,3, Martin-Luther-Universität Halle-Wittenberg (Lehrstuhl für Produktion & Logistik), Veranstaltung: Seminar Produktion & Logistik, Sprache: Deutsch. Author: Hain, Stefanie Publisher: GRIN Verlag Illustration: N Language: GER Title: Strategische Netzwerkplanung und Netzwerkstrategien Pages: 00036 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638303965 Category: Business & Economics : General

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