

# 6 major shifts in Business Focus because of Supply Chain Management



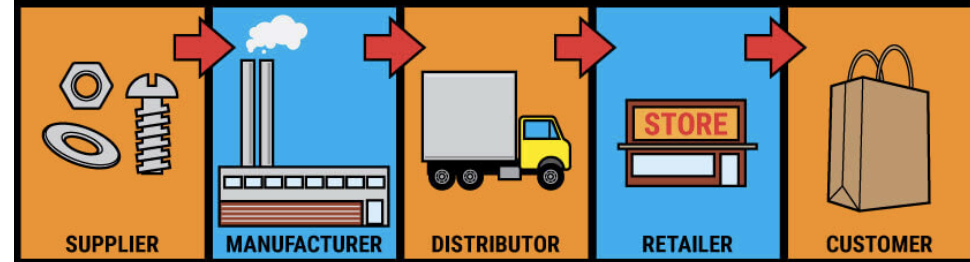
# Cross Functional Integration



# Cross Enterprise Focus

How do we get the various functional areas of our company to work together to supply product to our immediate customers?

How do we coordinate activities across companies, as well as across internal functions, to supply product to the market?



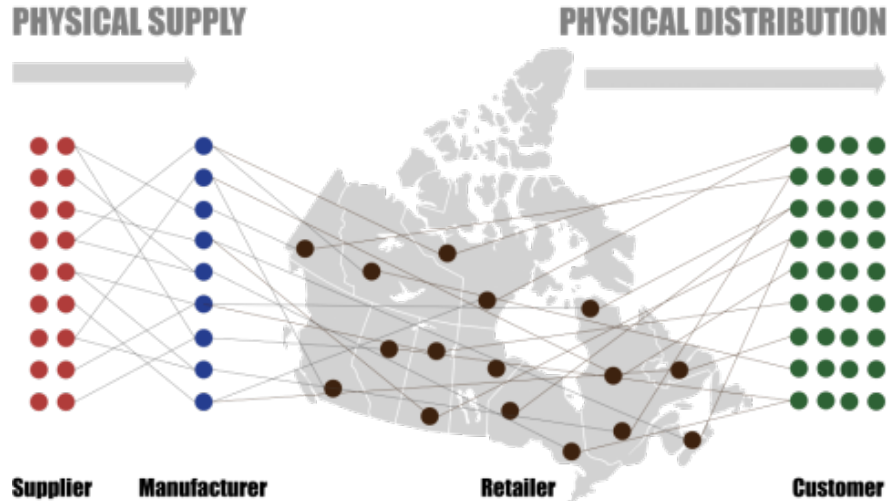
# Physical Efficiency



# Market Mediation

How do we minimize the costs our company incurs in production and distribution of our products?

How do we minimize the costs of matching supply and demand while continuing to reduce the costs of production and distribution?



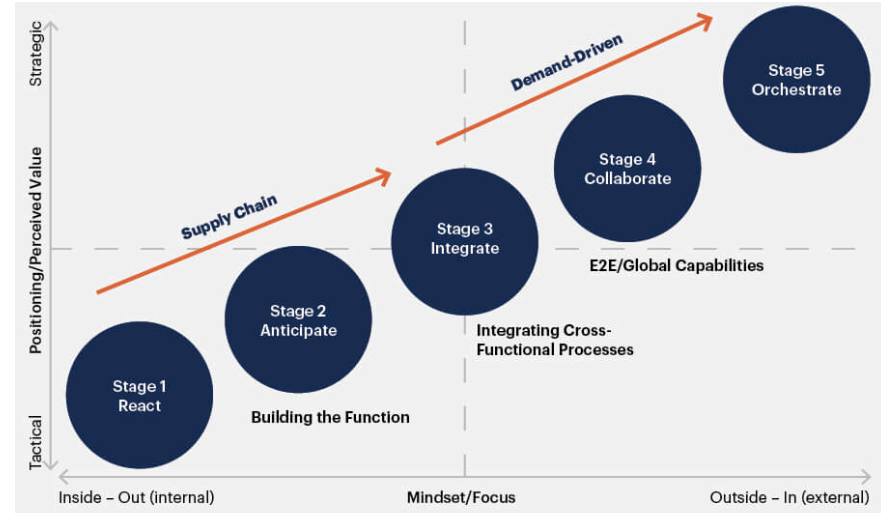
# Supply Focus



# Demand Focus

How can we improve the way we supply product in order to match supply and demand better, given the demand pattern?

How can we get earlier demand information or affect the demand pattern to match supply and demand?



# Single-Company Product Design



# Collaborative, Concurrent Product, Process and Supply-Chain Design

How should our company design products to minimize product cost (our cost of materials, production and distribution)?

How should collaborators design the product, process and supply chain to minimize costs?



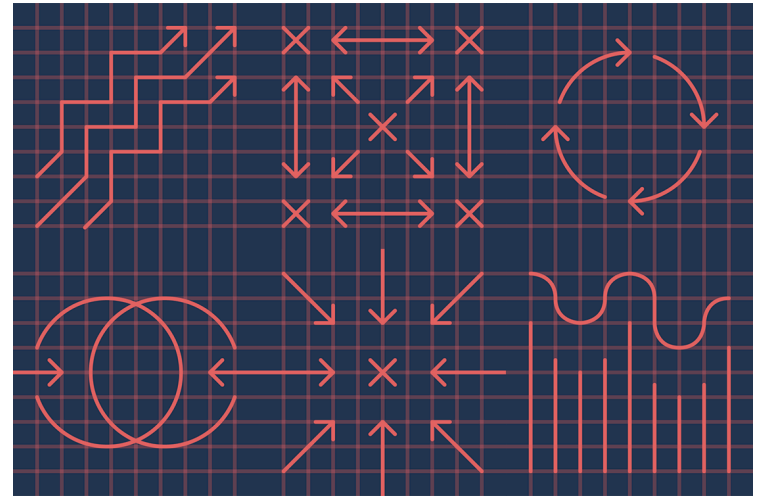
# Cost Reduction



# Breakthrough Business Models

How can we reduce our company's production and distribution costs?

What new supply-chain and marketing approach would lead to a breakthrough in customer value?



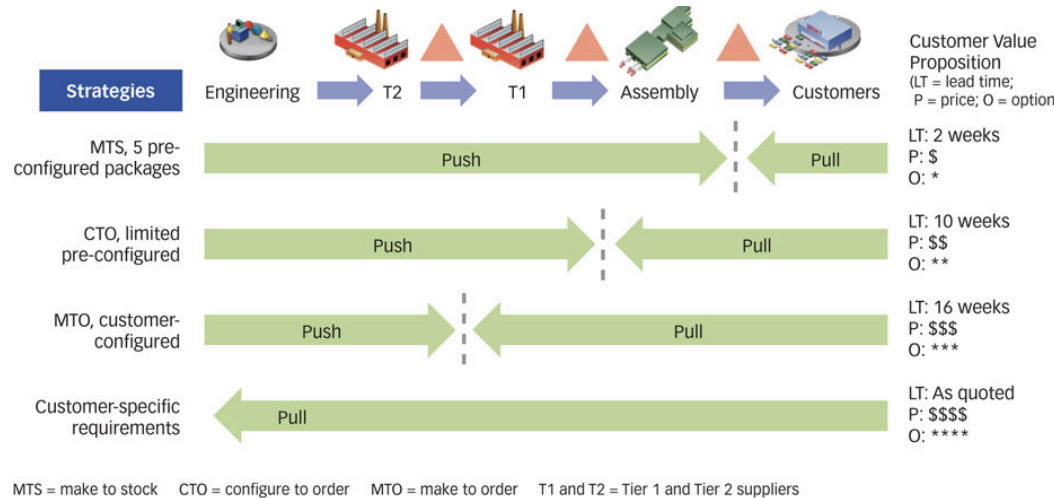
# Mass-Market Supply



# Tailored Offerings

How should we organize our company's operations to serve the mass market efficiently while offering customized products?

How should we organize the supply chain to serve each customer or segment uniquely and provide a tailored customer experience?





# Thanks!

“Not finance. Not strategy. Not technology. It is **teamwork** that remains the ultimate competitive advantage, both because it is so powerful and so rare.”

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