

Supply Chain Management in der Computerindustrie (German Edition)



Studienarbeit aus dem Jahr 2005 im Fachbereich BWL - Beschaffung, Produktion, Logistik, Note: 1,3, Philipps-Universität Marburg (Lehrstuhl für Allgemeine Betriebswirtschaftslehre und Logistik), Veranstaltung: Seminar, 34 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Das Wettbewerbsumfeld heutiger Unternehmen ist geprägt von einer hohen Dynamik, die aus stetig kurzer werdenden Innovations- und Produktlebenszyklen, zunehmender Produktkomplexität und steigenden Kundenanforderungen resultiert. Ganz besonders trifft diese Aussage auf die Computerindustrie zu. Schnelle Produktalterung, beträchtlicher Preisverfall durch verstärkten Wettbewerb und technischen Fortschritt sowie eine große Unsicherheit über die Nachfrageentwicklung stellen hohe Anforderungen an die Computerhersteller und ihre Logistik. Um den wachsenden Anforderungen gerecht zu werden, optimieren viele Unternehmen ihre internen Geschäftsprozesse. Darüber hinaus versuchen sie die Integrationsbemühungen auf die unternehmensübergreifende Sicht auszudehnen. Um Wettbewerbsvorteile zu realisieren, werden Netzwerke gebildet. Es soll ein verbesserter Datenaustausch zwischen Lieferanten und Kunden, eine synchronisierte Planung und eine unternehmensübergreifende Prozessabstimmung geschaffen werden.

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