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JH Men's Apparel: Building a Brand in China



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What is a Supply Chain?

the connected chain of all the business entities, both internal and external to the company, that perform or support the logistics function

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Supply Chain Management

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- the system that coordinates & integrates all of the activities performed by supply chain members into a seamless process, from the source to the point of consumption
- Reflects a completely customer-driven management philosophy
- Past vs. Now

Supply Chain Integration

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when multiple firms or business functions in a supply chain coordinate their activities and process so that they are seamlessly linked to one another in an effort to satisfy the customer

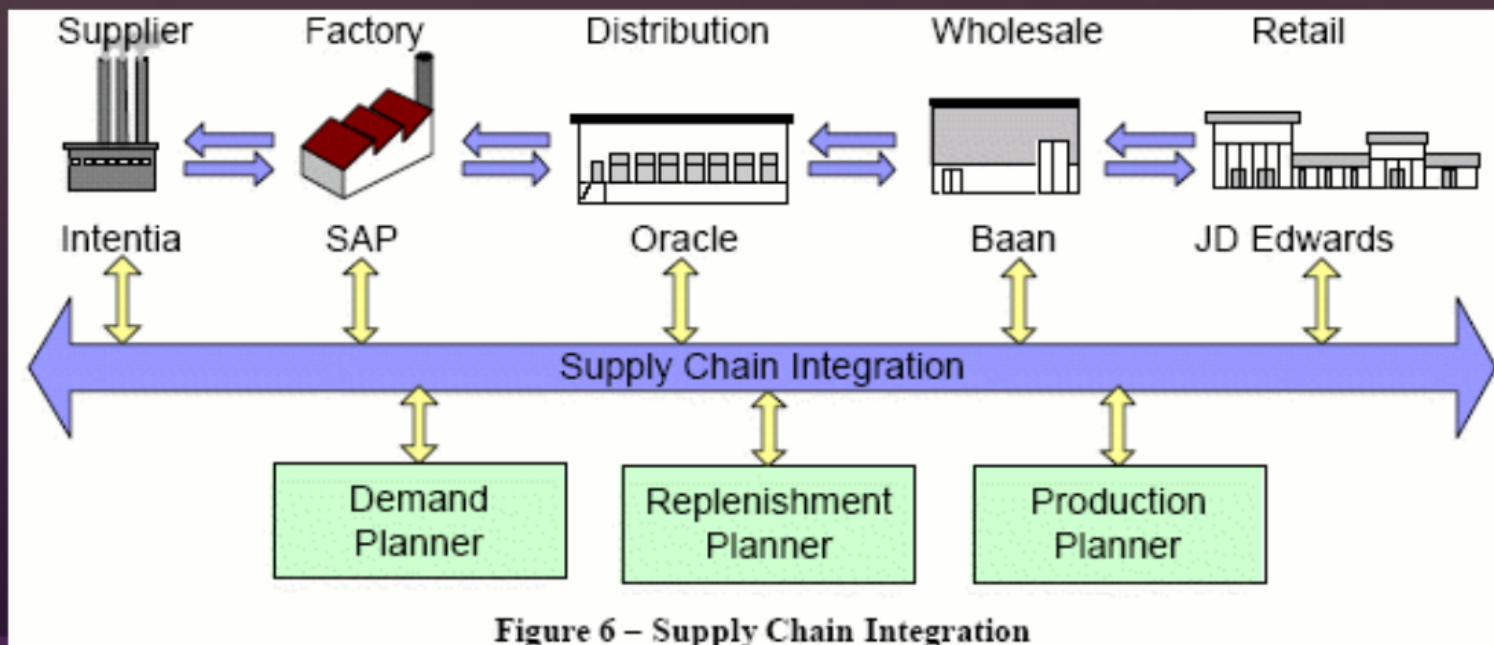
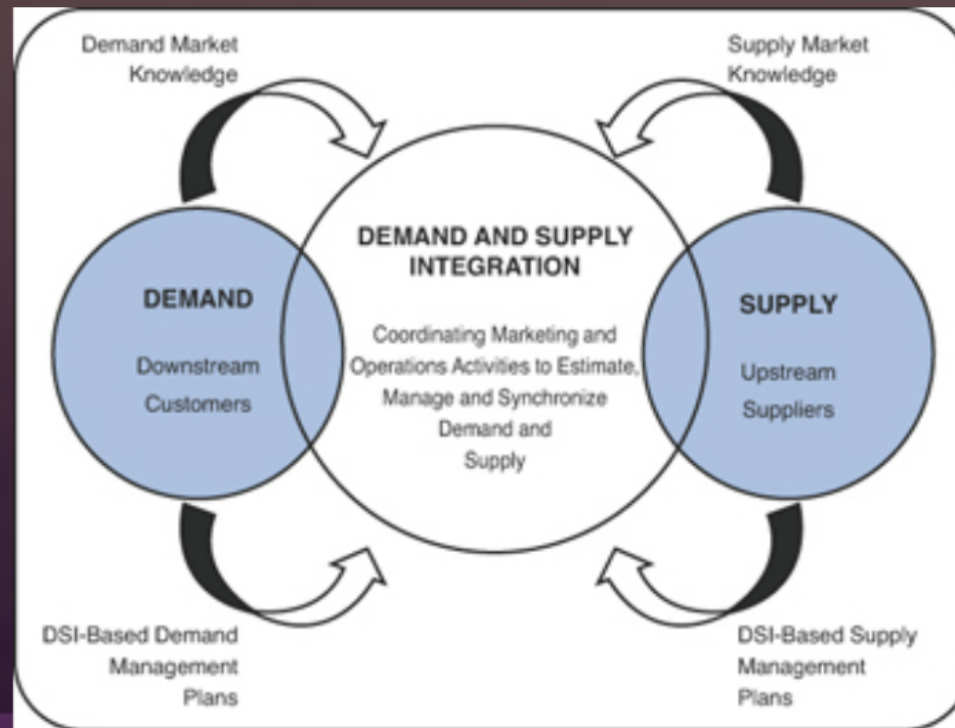


Figure 6 – Supply Chain Integration

Demand Supply Integration (DSI)

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a supply chain operational philosophy focused on integrating the supply-management and demand-generating functions of an organization



8 Key Business Process of Supply Chain Management

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1. Customer Relationship Management
2. Customer Service Management
3. Demand Management
4. Order Fulfillment
5. Manufacturing Flow Management
6. Supplier Relationship Management
7. Product Development and Commercialization
8. Returns Management

Customer Relationship Management (CRM) Process

- Designed to identify and build strong relationships with good customer

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Customer Service Management Process

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- Designed to ensure that customer relationships stay strong
- Having a unified response system to customer complaints, questions, concerns, or comments

