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## Shanzhai ("Bandit") Mobile Phone Companies: The Guerrilla Warfare of Product Development and Supply Chain Management



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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

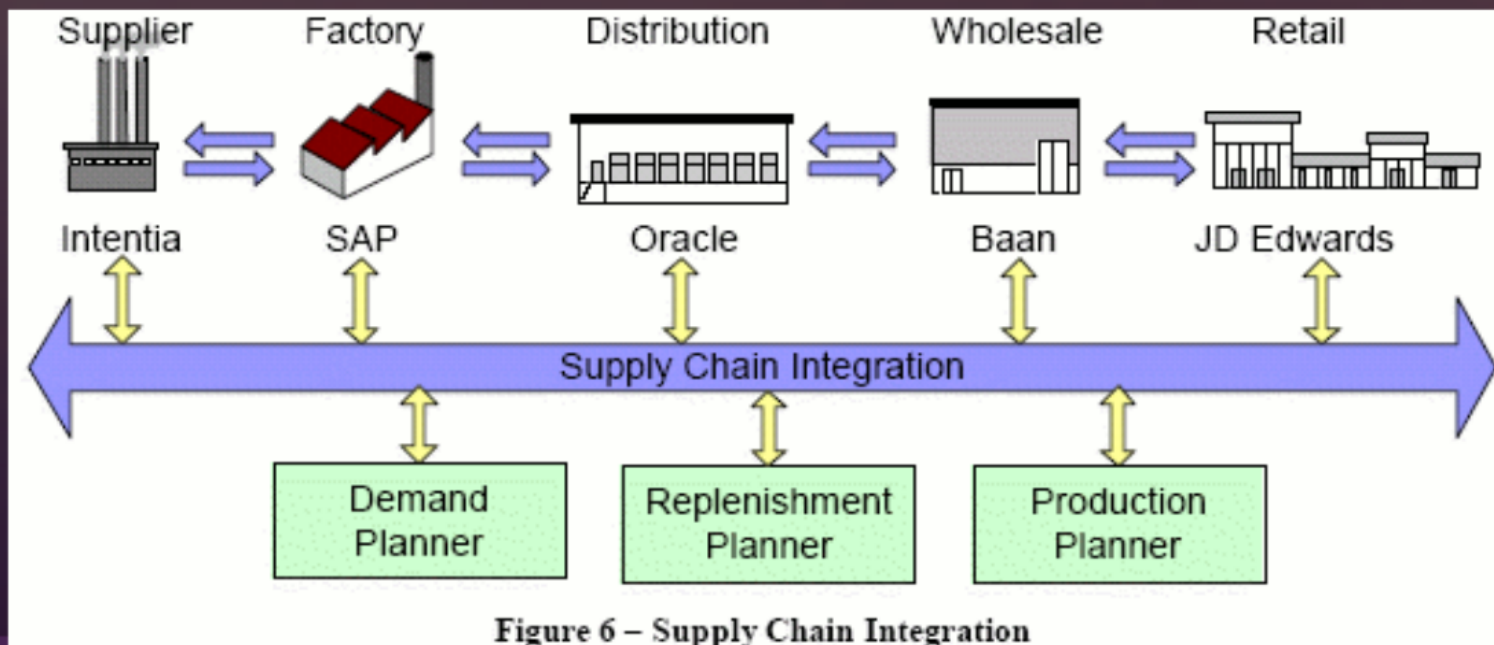
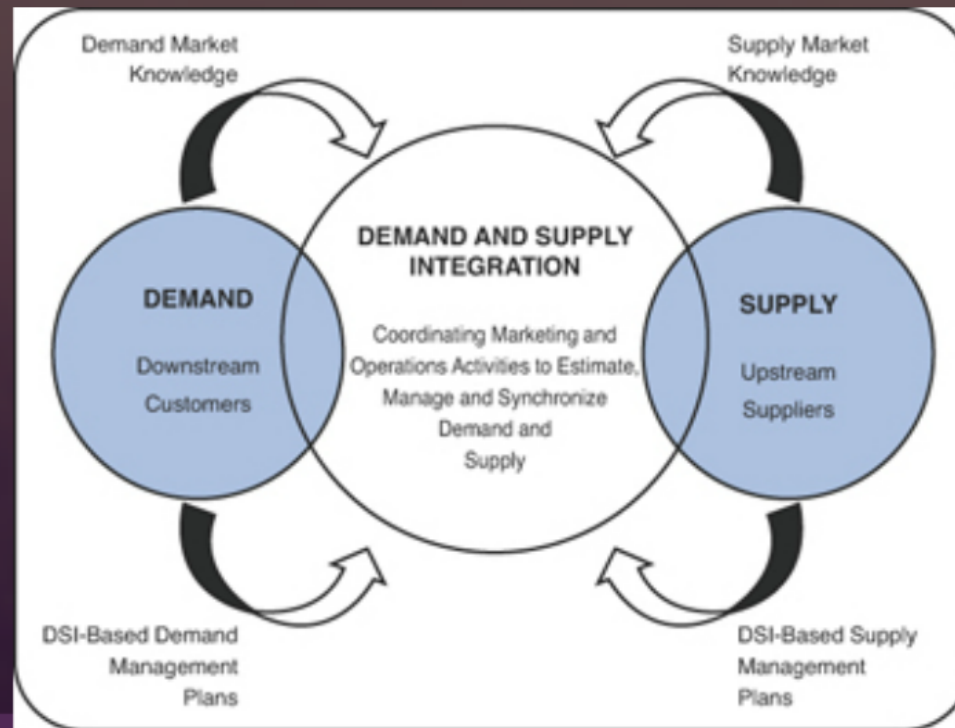


Figure 6 – Supply Chain Integration

# *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

