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Ash-mark Corporation: Dealing With A Supply Disruption



Introduction

It also experienced tremendous pressure and difficulty at the strategic management of the supply chain disruptions to its business. The case trading on the theme of uncertainty of the global supply chain and the importance of risk management. Following the analysis, the potential issues have been discussed, along with recommendation solutions for Ash-Mark Corporation.



Core Problem

The problem encountered by Ash-Mark Corporation was caused by having only one source for components. This overdependence proved to be a problem when the supplier could not fulfill the quantities demanded because of some external factors.



Supplier Diversification

In the case with Ash-Mark Corporation it is possible to gain from increasing the number of suppliers to make sure that any problems on the part of the supplier are not transferred on to the company.



Conclusion

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Resource

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