Supply Chain Concepts

- Visibility
- Coordination
- Optimization
Supply Chain Concepts - 2

- Visibility into Supply
- Visibility into Demand
- Design to Availability
- Build to Order
When?

• Objective = Cost Reduction?
  – Competitive Tension
  – Reduced Transaction Costs

• Objective = Value Added Benefits?
  – Strategic Alliance
  – Competitive Advantage (of the whole value chain)
Supply Chain Implementation

- Channel Master?
- Pragmatists View:
  - Possibility
  - Payment
  - Pooling
Issues:

- Visibility
- Trustworthiness
- Optimization of the Whole
- Information Flow  
  - vs. Information Hoarding
- Defeating time together  
  - vs. time as leverage
Market Segmentation

- Where to get traction in AEC?
- Value Added of components
- Sensitivity to Demand of Owners
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