



# Introduction to Logistics & Supply Chain Management

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For Exchange Students from  
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# Topic 1

## Globalisation and Supply Chain Management

# Elements of Globalisation

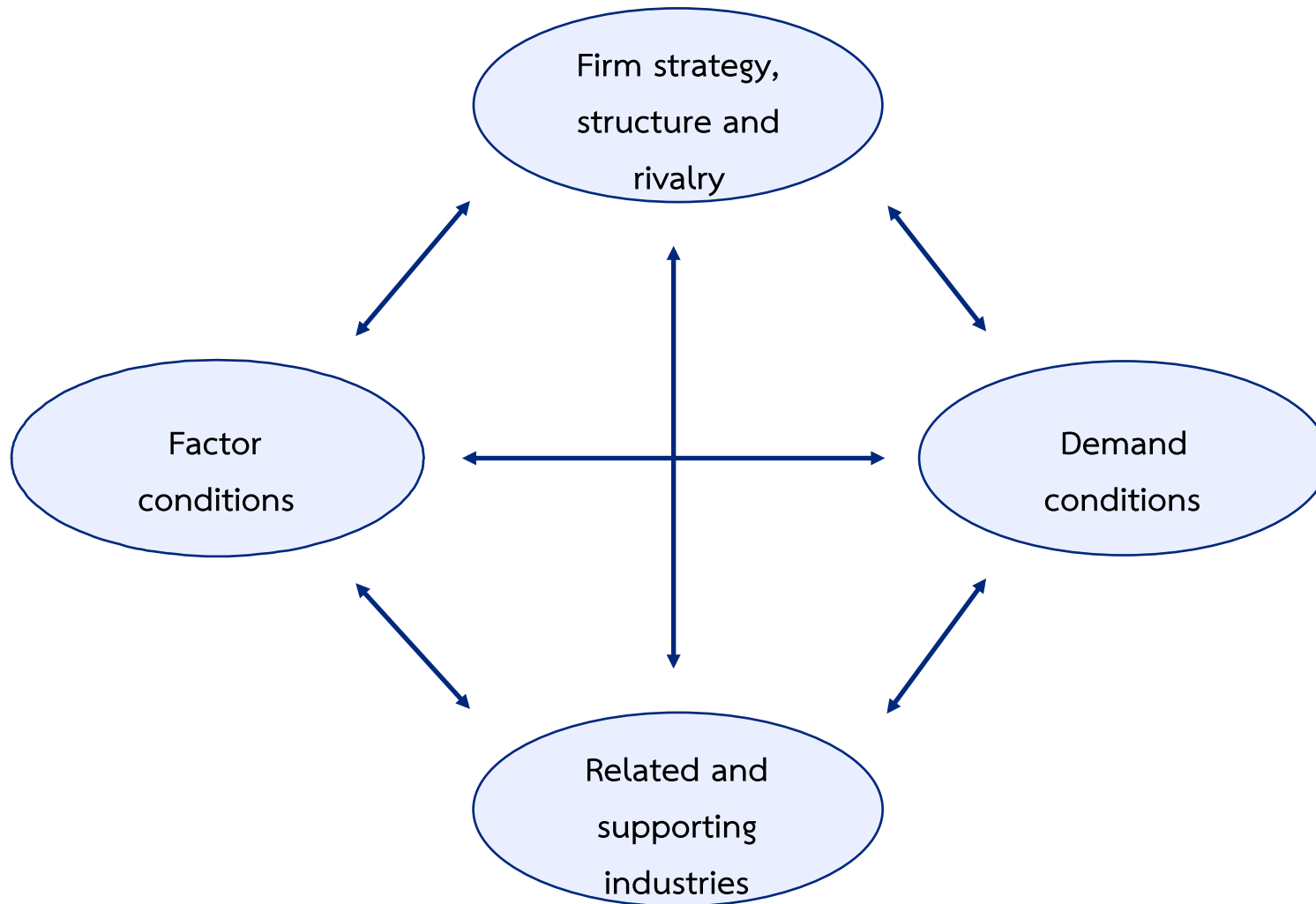


# The competitive advantage matrix (FSAs / CSAs)

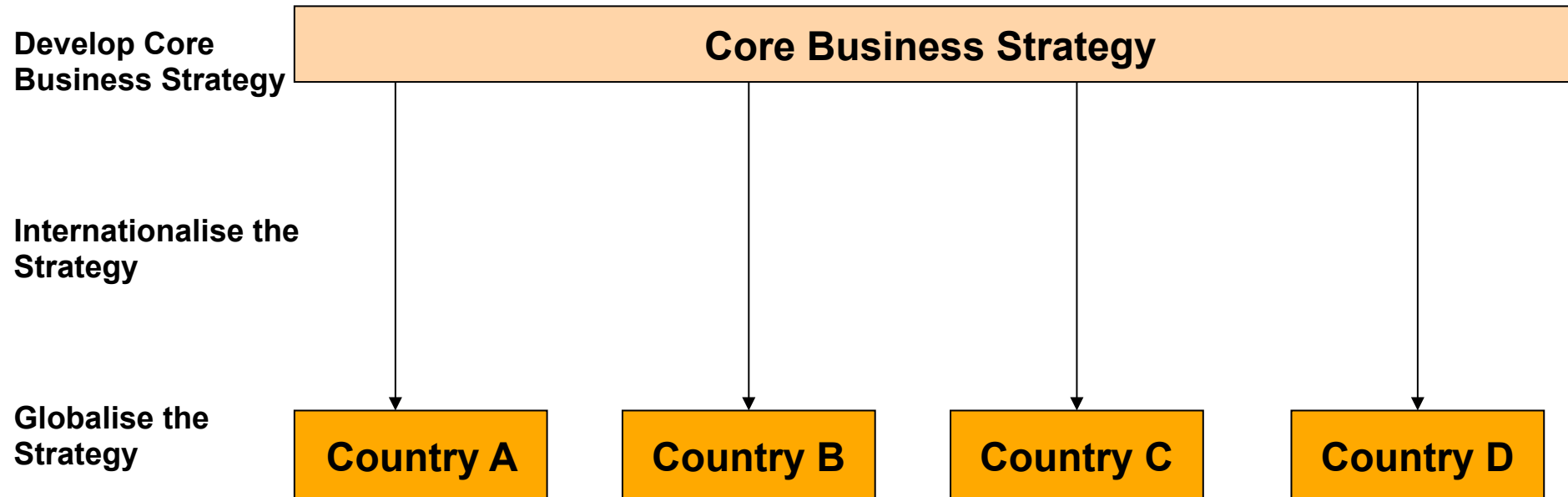
Strong	1	3
Country-specific Advantage CSAs	2	4
Weak Weak		
	Weak	Strong

Firm-specific Advantages (FSAs)

# The determinants of national advantage (Porter's diamond)

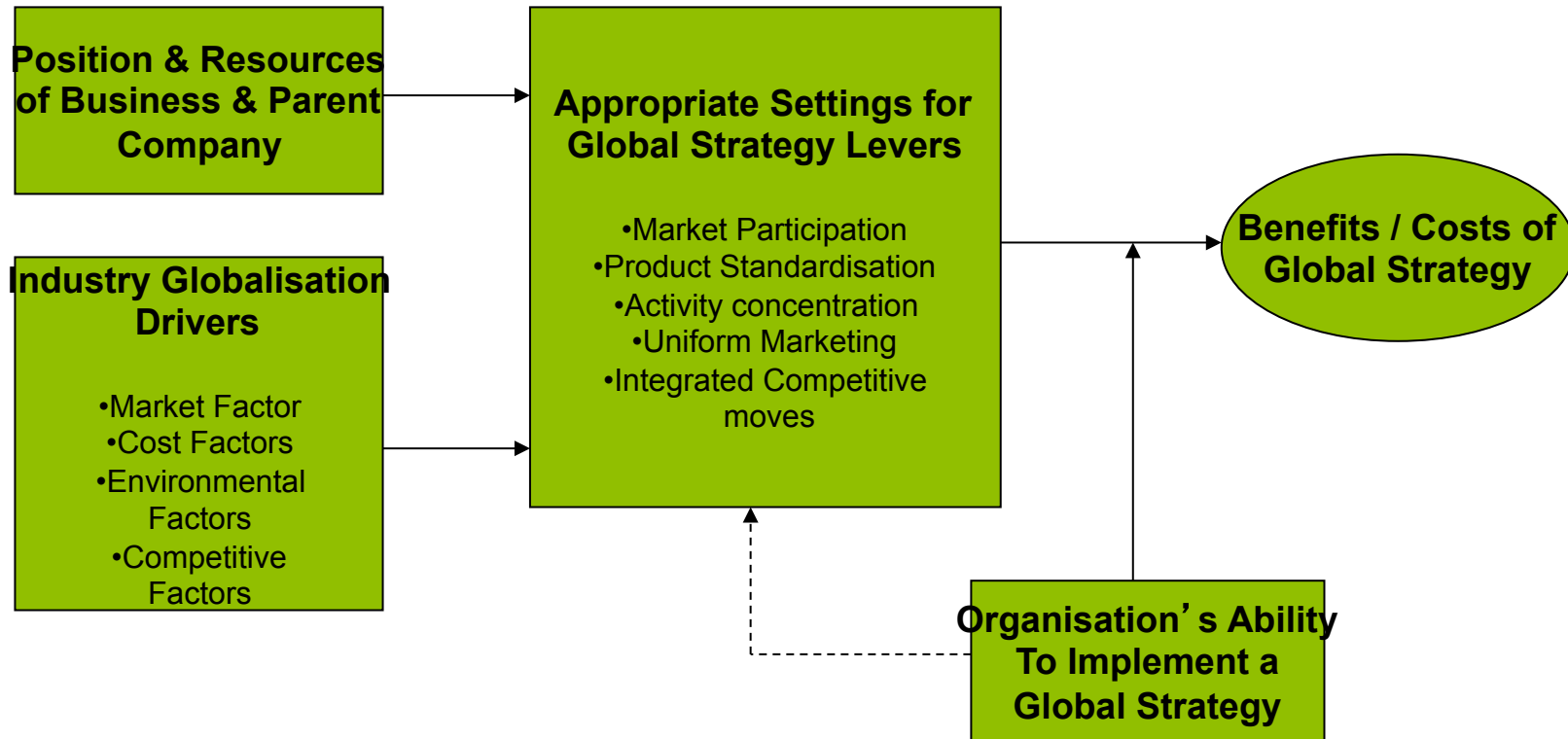


# Total Global Strategy



(Source: George S. Yip 1989)

# A Framework for thinking through Globalisation Issues



(Source: George S. Yip, 1989)



# Topic 2

## Supply Chain Strategies



# Pipeline Types

## Demand Characteristics

Predictable

Unpredictable

**Supply Characteristics**

Short  
lead  
time

Long  
lead  
time


# Pipeline Types

## Demand Characteristics

Predictable

Unpredictable

Supply Characteristics

Short  
lead  
time

Lean  
Continuous  
Replenishment

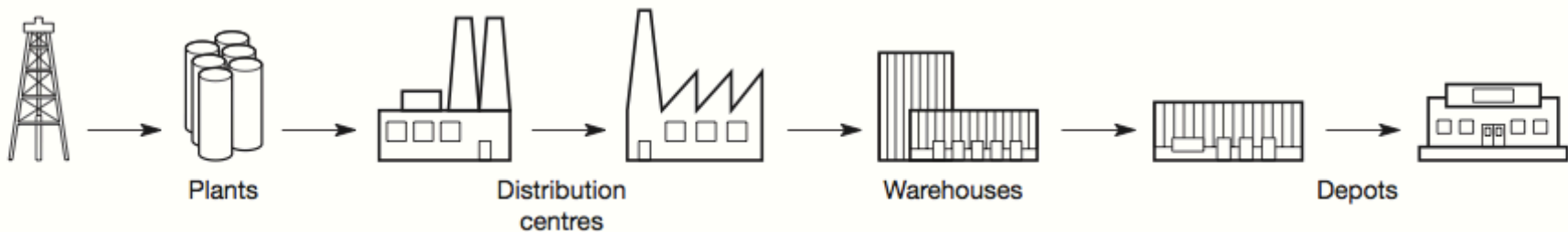
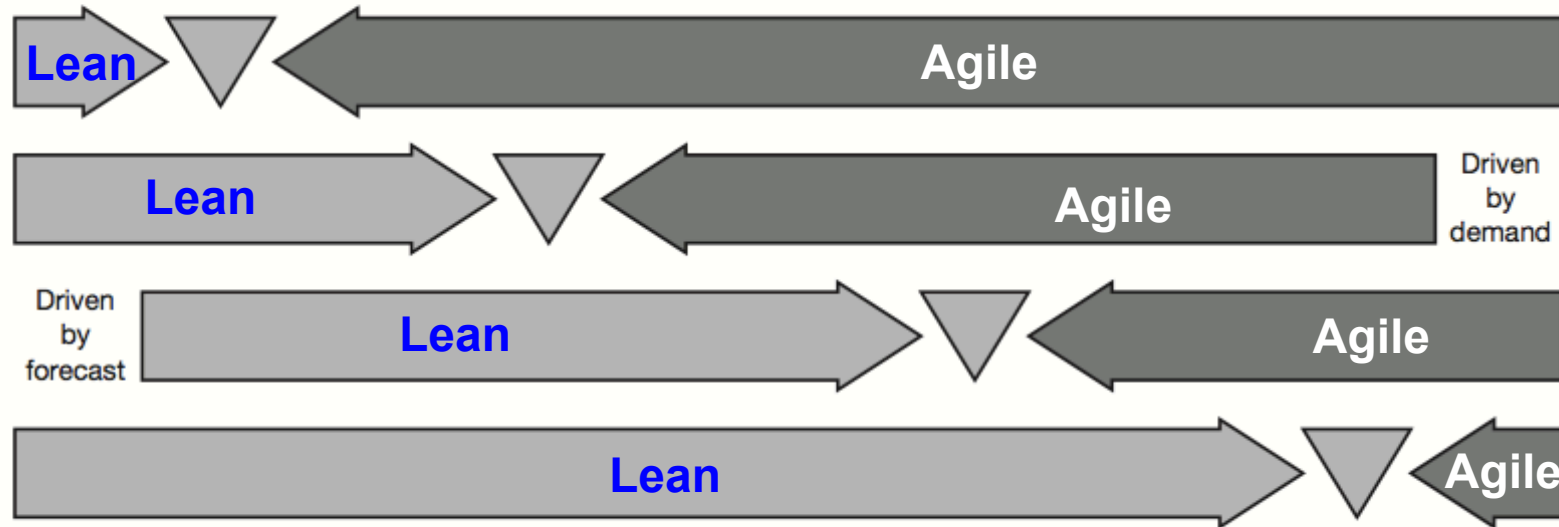
Agile  
Quick Response

Long  
lead  
time

Lean  
Plan and  
execute

Leagile  
Postponement

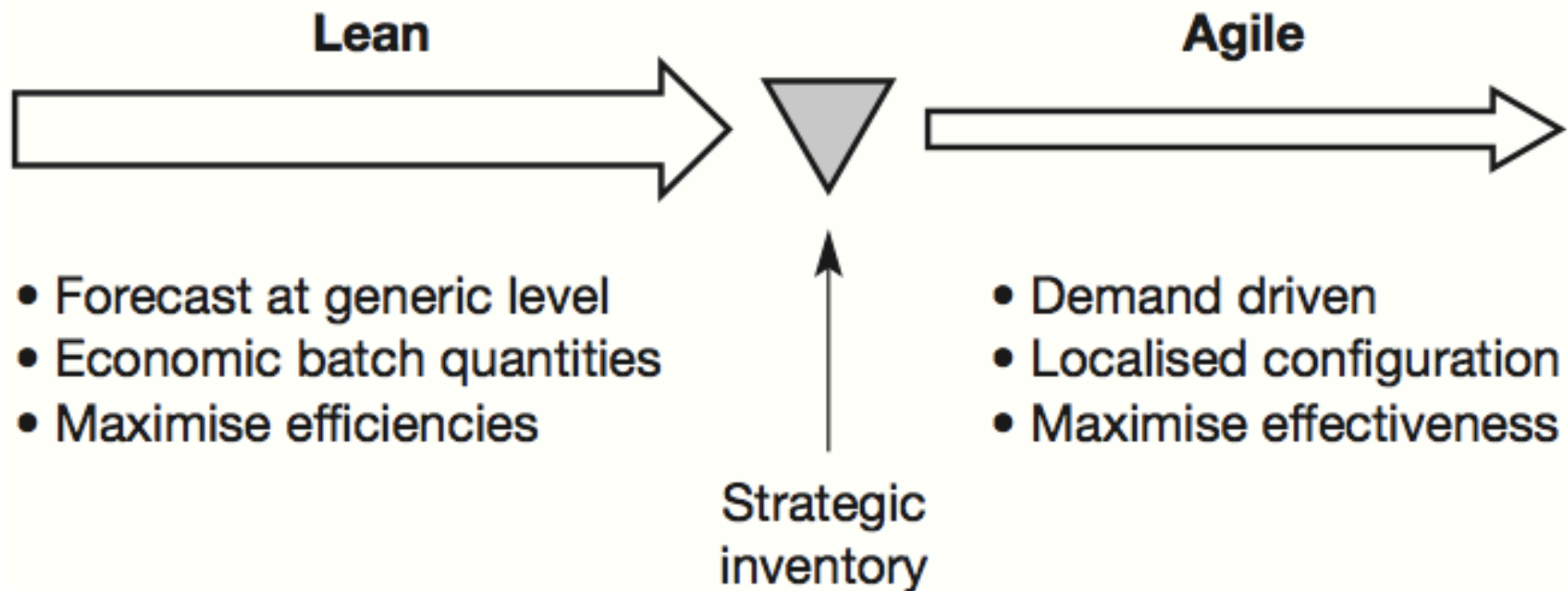
# Decoupling Point



Christopher (2011)

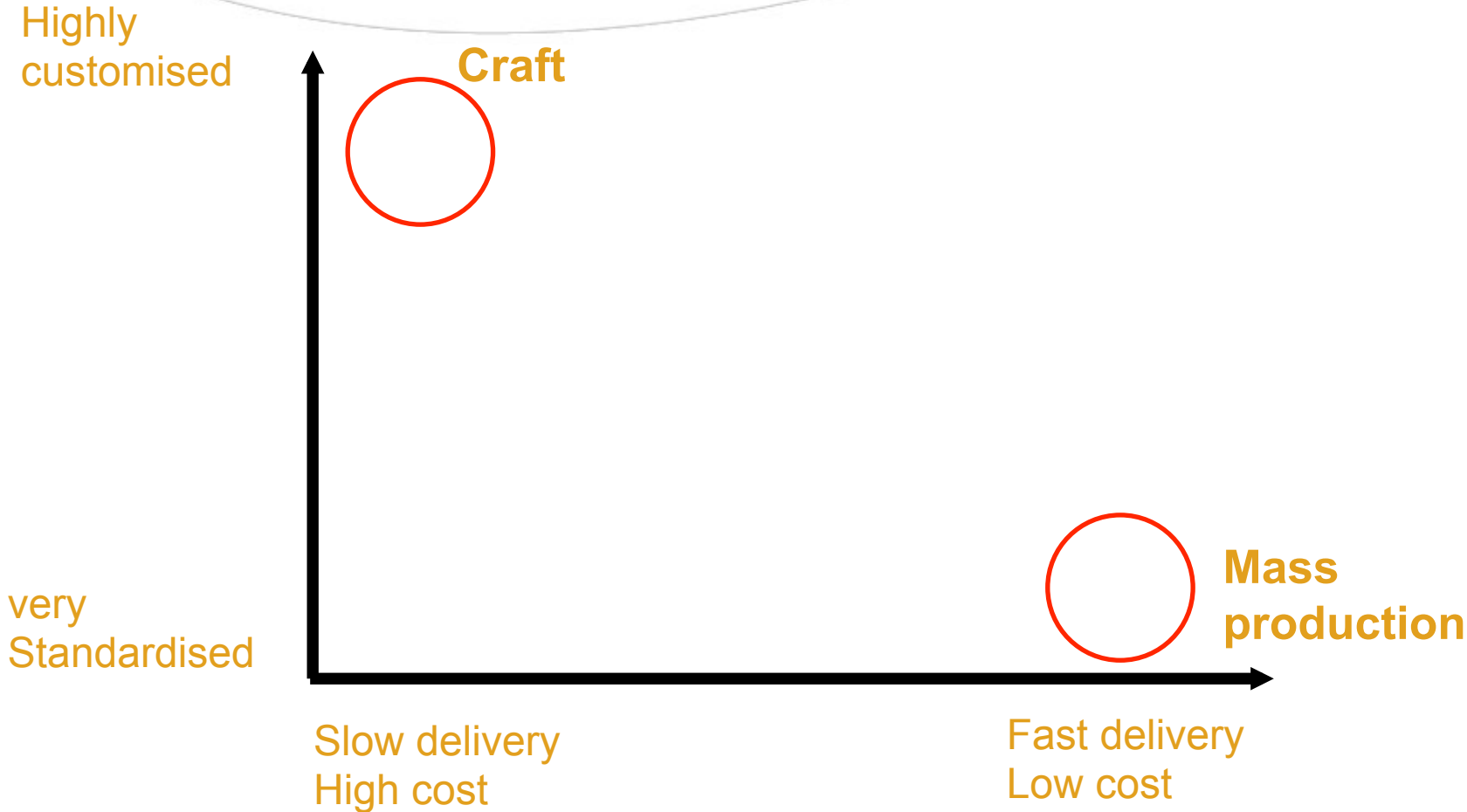
# Lean + Agile

## The de-coupling point

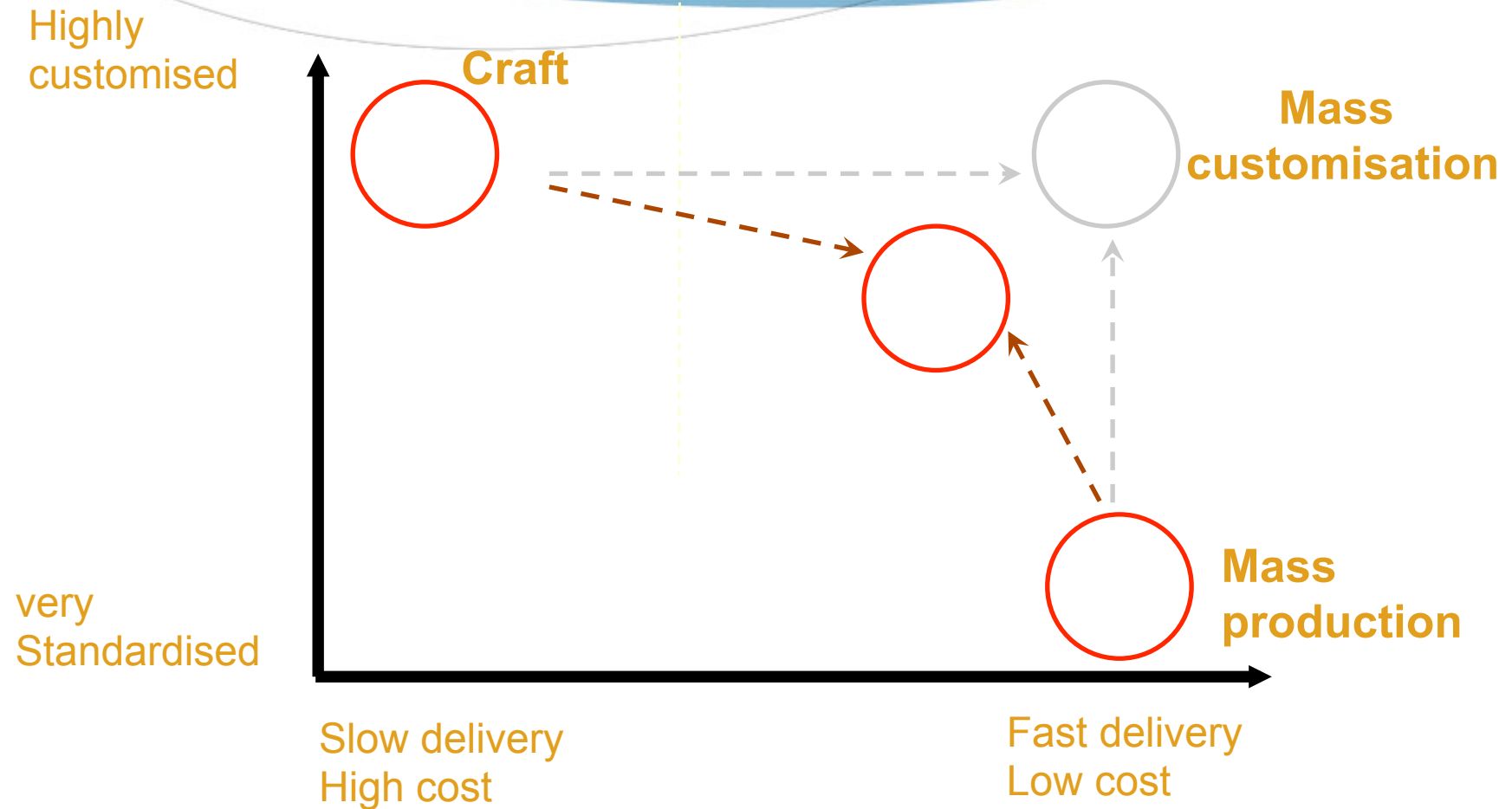


Christopher (2011)

# Craft vs Mass Production



# Mass Customisation



# Product – Process Matrix

Adapted from Hayes and Wheelwright (1979)

Product \ Process	Low volume, custom products	Low-medium volume, many products	Medium-high volume, a few standardised products	Very high volume, a couple of commodity
Job Shop	Aerospace, Construction			
Batch		Industrial equipment		
Assembly			Automobiles, Appliances	
Continuous				Oil, Sugar

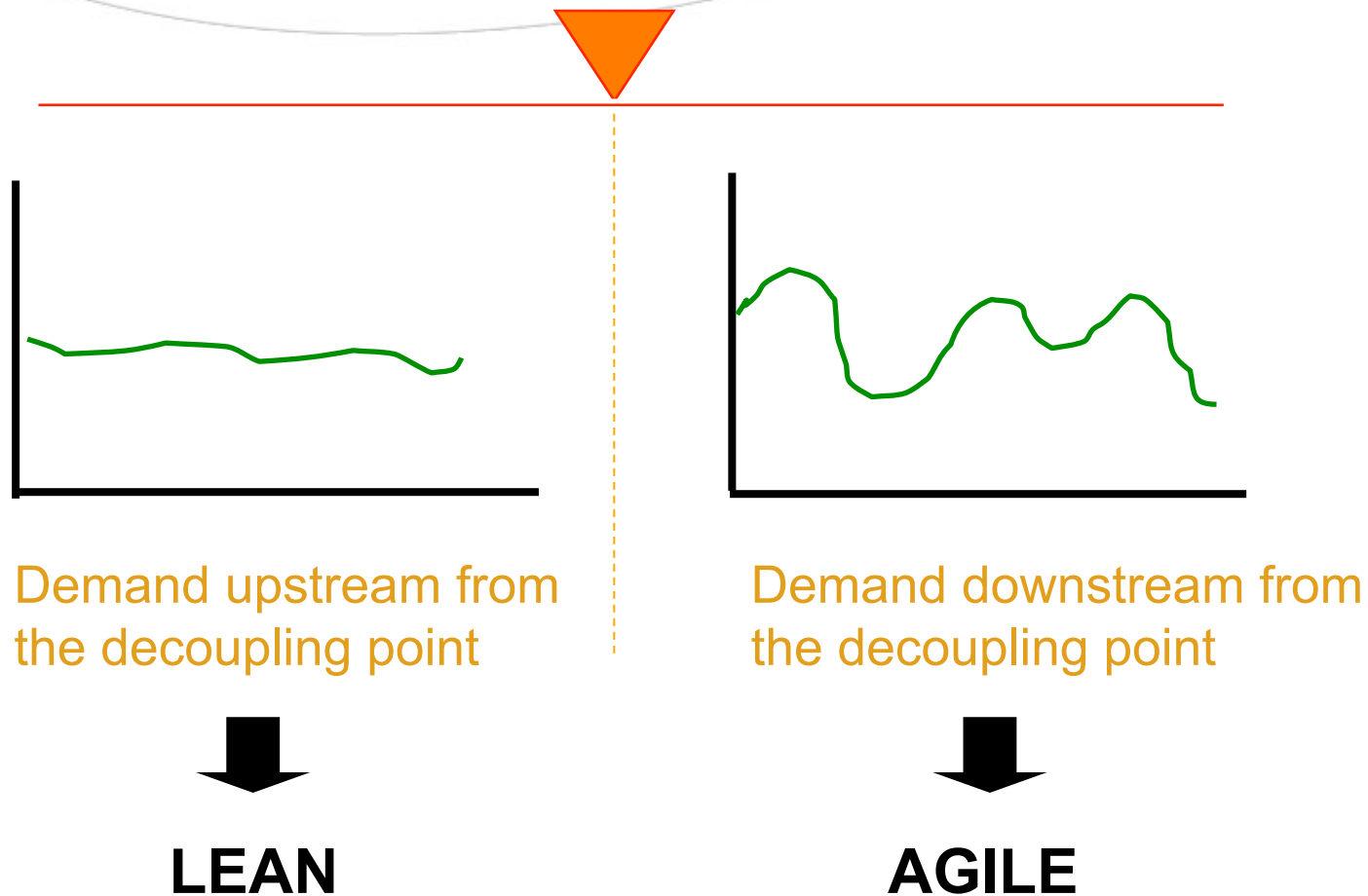
# Product – Process Matrix

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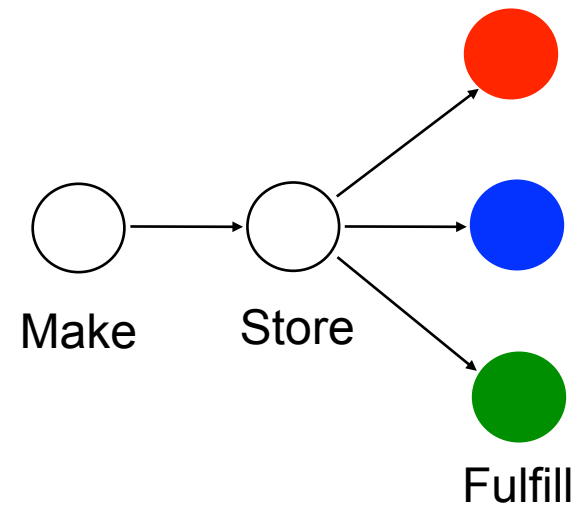
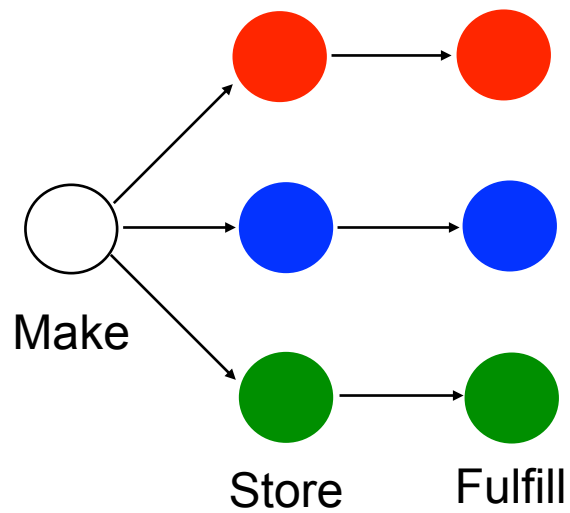
Adapted from Hayes and Wheelwright (1979)



# Decoupling point



# Postponement



Example: Dell, Benetton, New concept of paint

Thank you