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# Supply Chain Concepts

MIT E-Business 1.464

# Supply Chain Concepts

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- Visibility
- Coordination
- Optimization

# Supply Chain Concepts - 2

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

# When?

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- Objective = Cost Reduction?
  - Competitive Tension
  - Reduced Transaction Costs
- Objective = Value Added Benefits?
  - Strategic Alliance
  - Competitive Advantage (of the whole value chain)

# Supply Chain Implementation

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

# Issues:

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

# Market Segmentation

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

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**E-Business Strategies**