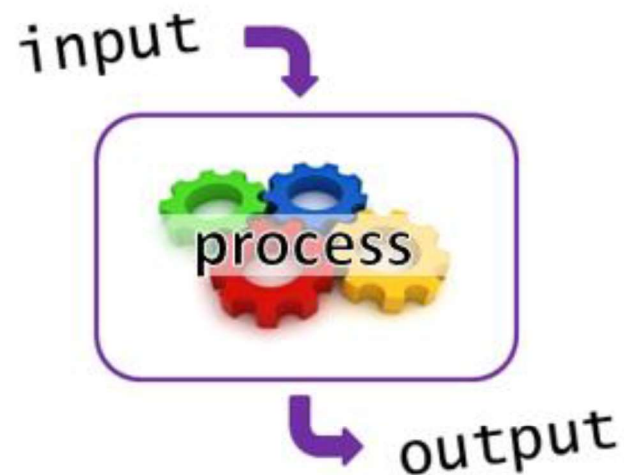
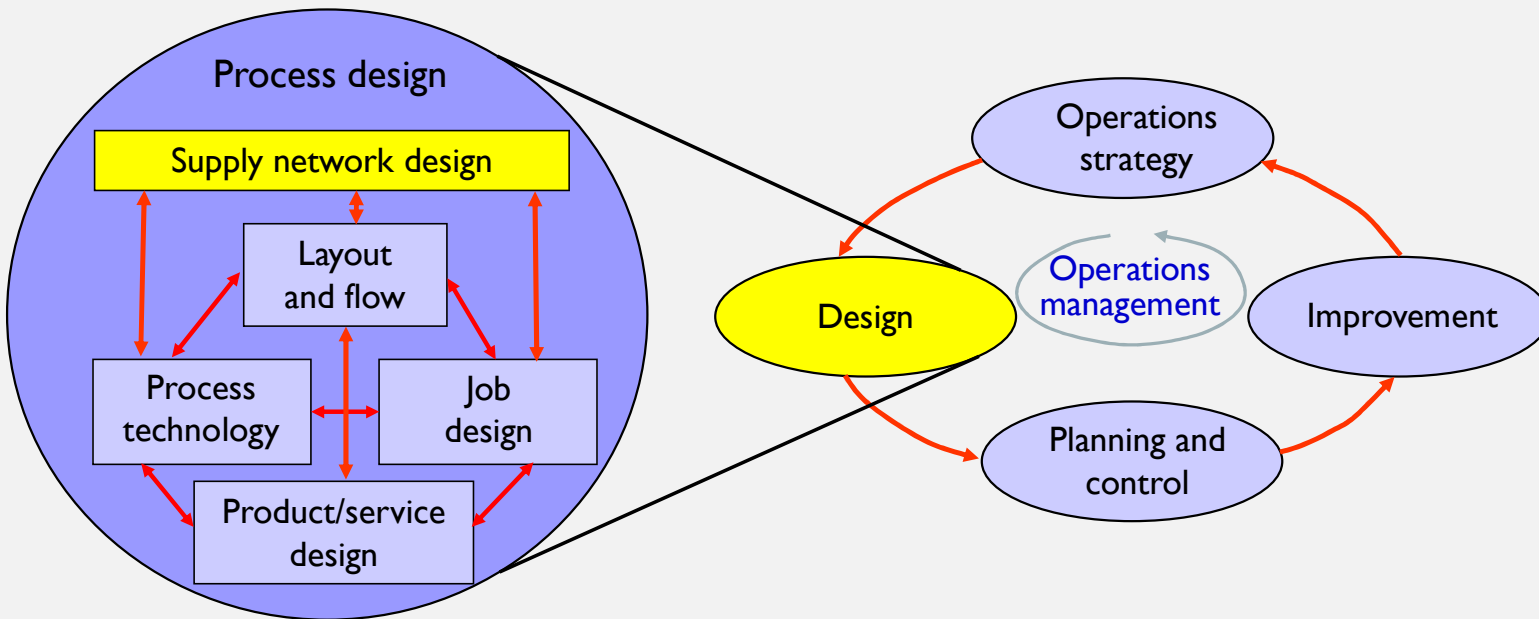


OPERATIONS MANAGEMENT

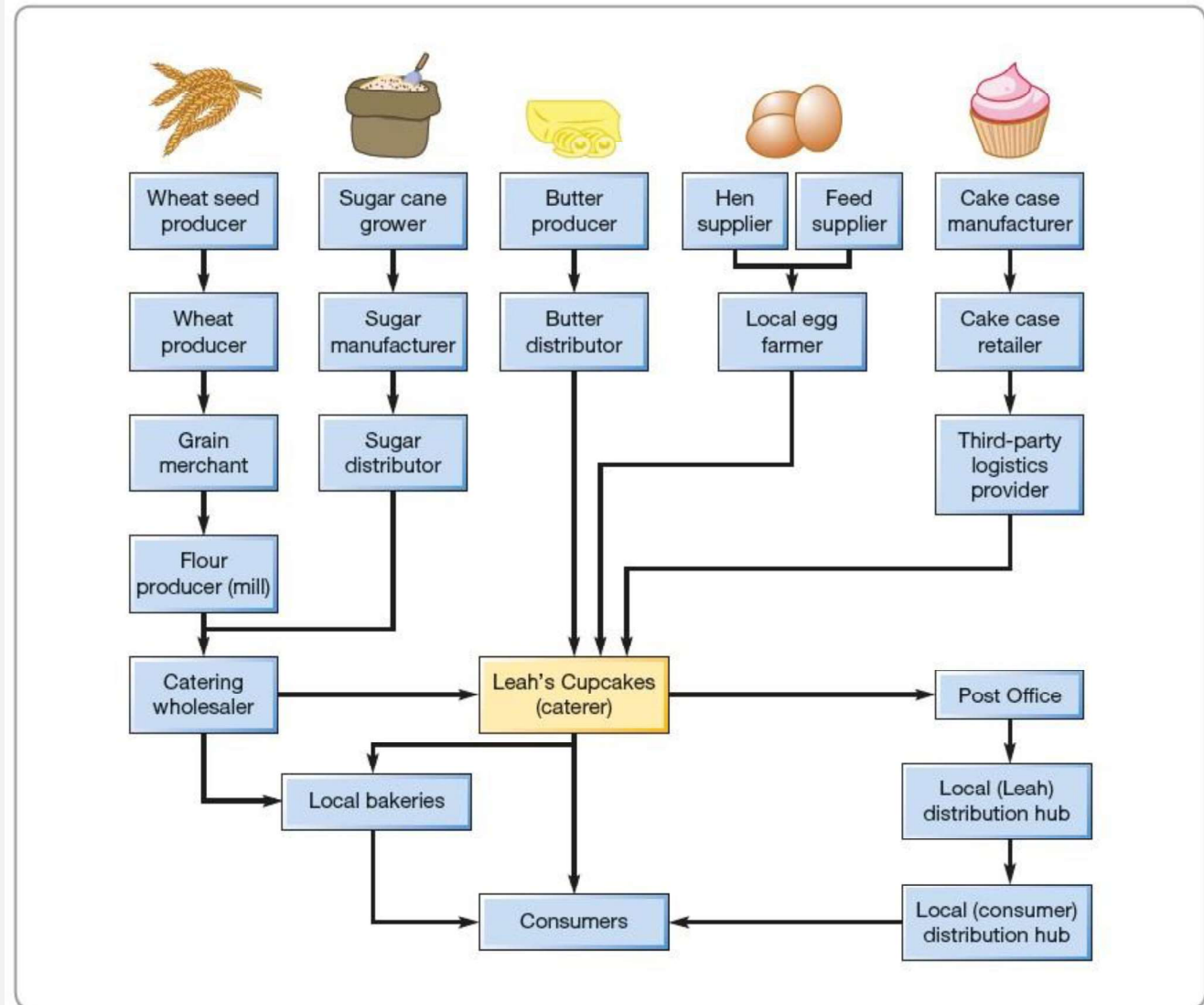
Supply Chain Management (W6)



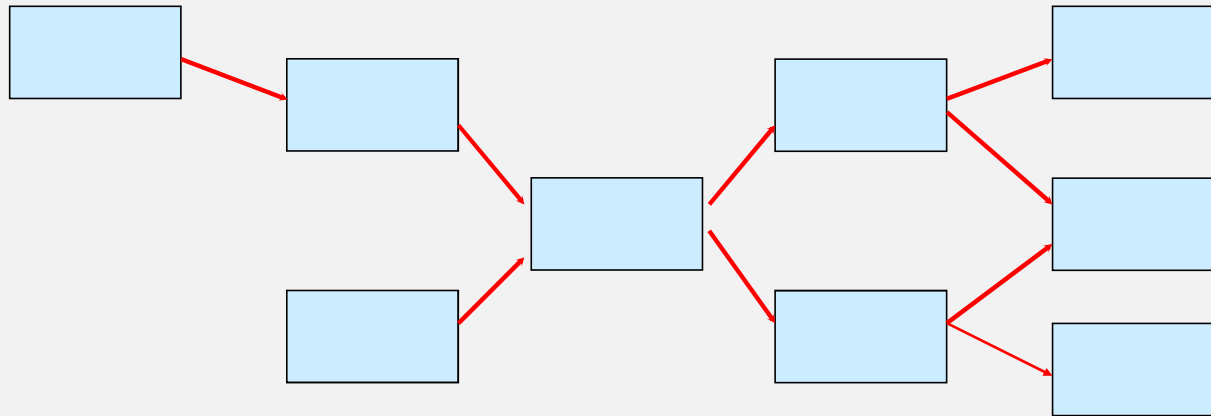
Supply network design



A Simple supply network for a small catering company



Operations performance should be seen
as a whole supply chain issue



Benefits of looking at the whole supply chain include

- It helps an understanding of competitiveness
- It helps to identify the significant links in the network
- It helps focus on long-term issues

Direction, extent and balance of vertical integration

