



# Retail Supply Chain Management (Series on Resource Management)

*James B. Ayers, Mary Ann Odegaard*

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A consequence of business specialization is the implementation of weak processes that cross departmental and corporate boundaries. Supply chain management (SCM) addresses this issue by requiring a process view that reaches across these confines. Due to globalization and a competitive environment, those within the retail supply chains are particularly vulnerable. New ways of managing require an understanding of the entire chain by participants at every level-retailer, distributor, manufacturer, and service provider.

Demonstrating the link between markets, products, and product strategies in the supply chain, Retail Supply Chain Management provides the knowledge and skills required to thrive in this environment. It demonstrates the connection between the processes involved in manufacturing, distribution, warehousing, and transportation, and how to use these connections to their best advantage.

The book offers fresh insights into the financial and operational tools that are available and how to use these tools in order to deliver quality products in the most cost efficient manner. The authors' collaboration brings together expertise from both operations and retail business management, matching the solutions available from SCM with the challenges and opportunities that arise in the retail industry. The text also includes case studies and experiences from leaders in SCM as well as hard lessons learned by those trying to lead. These examples illustrate specific solutions to common situations in a retail supply chain.

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