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MANAGING TRADE-OFF IN AUTOMOBILESUPPLY CHAINS - RESPONSIVENESS Vs EFFICIENCY

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ABSTRACT

The automobile supply chain can be either responsive or efficient in practice. A responsive supply chain is distinguished by short production lead-times, low set-up costs, and small batch sizes and minimum inventories that allow the responsive firm to adapt quickly to market demand, but often at a higher unit cost. An efficient supply chain is distinguished by longer production lead-times, high set-up costs, and larger batch sizes and high volumes of inventories that allow the efficient firm to produce at a low unit cost, but often at the expense of market responsiveness. Aftermarket performance is also a key factor in the consumer's choice of vehicle and is a strong driver of brand loyalty. The quality, availability and cost of service parts are critical components in the consumer's product and service experience with their vehicles. The present article examines the performance of automobile supply chains with responsive Vs efficiency dimensions.

KEY WORDS: After Market Supply Chain-- Efficient Supply Chain- Responsive Supply Chain- Stock Levels-Supply Chain Metrics- supply chain Trade-Off.

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