

MANUFACTURING SUPPLY CHAIN MANAGEMENT DEVELOPMENT STRATEGY

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Abstract: the article discusses the development strategy of supply chain management in the manufacturing industry. In the operational plan, the company is faced with the fact that the competence of the resources necessary to achieve these goals is difficult to obtain. To fix this, the company is obliged to cooperate in terms of resources or competencies, each company must meet its needs, stricter global competition and the company's growing desire to become an innovative business and be able to be the first to introduce new products in accordance with market requirements.

Keywords: development strategy, management, supply, industry, competition, market requirements.

СТРАТЕГИЯ РАЗВИТИЯ УПРАВЛЕНИЯ ЦЕПЯМИ ПОСТАВОК В ОБРАБАТЫВАЮЩЕЙ ПРОМЫШЛЕННОСТИ

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Аннотация: в статье рассматривается стратегия развития управления цепями поставок в обрабатывающей промышленности. В оперативном плане компания сталкивается с тем, что компетентность ресурсов, необходимых для достижения этих целей, трудно получить. Чтобы исправить это, компания обязана сотрудничать в плане ресурсов или компетенций, каждая компания должна удовлетворять свои потребности, ужесточение глобальной конкуренции и растущее желание компании стать инновационным бизнесом и иметь возможность первыми внедрять новые продукты в соответствии с требованиями рынка.

Ключевые слова: стратегия развития, управления, поставки, промышленность, конкуренция, требования рынка.

Business competition in an era of globalization characterized by market instability requires companies to have a competitive advantage in both price and quality. One of the ways to solve these problems is through strategies for the development of management in the production industry in the supply chain.

Along with the development and requirements of business competition, supply chain management methods have undergone a shift in the paradigm from the traditional supply chain, meager supply chain, to a flexible supply chain. The traditional supply chain has focused on protection efforts and an emphasis on costs and benefits, rather than on the process of achieving the company's competitive goals.

Lean integration of the supply chain upstream and downstream between suppliers and consumers who have significant competitive goals. The development of supply chain management strategy is focused not only on close cooperation with suppliers and customers, but also competitors, data integration and cooperative enterprises in the production process.

An effective supply chain management development strategy design allows a fair distribution of value added in all agencies involved in the supply chain and reduce costs without compromising customer satisfaction and can effectively deliver products to consumers in accordance with quality, quantity and continuity (on time) and at a reasonable price.

Supply chain management is the integration of activities in the procurement of materials and services; Converting them to semi-finished products and pro-supply chain management applications has basically three main objectives: lower costs, lower capital and service improvement.

Supply chain management development strategies for innovative products are better known as responsive supply chain strategies. The choice of supply chain management development strategies through an approach to products can affect the choice of corporate strategies from the stages of product design, storage of products, pricing for delivery of goods to consumers.

Implementing a strategy means mobilizing employees and managers to implement the strategy after they have been formulated. This is often seen as the most difficult stage in strategic management and, therefore, the application or implementation of a strategy requires discipline, dedication and personal sacrifice. Successful implementation of the strategy depends on the ability of managers to motivate employees who are more art than science.

Strategy evaluation is the final stage of strategic management. Evaluating or evaluating a strategy is the main way to obtain this type of information. All strategies are open to future modifications due to constantly changing various external and internal factors. The three main lines of strategy assessment are as follows:

- a. The basis of this is a review of the external and internal. strategy.
- b. Performance measurement.
- c. Taking corrective action.

Evaluation of the strategy is important because what works today does not always work out later. Success is constantly creating new and different problems; organizations that tend to be easily satisfied with the will to fail.

The conclusion that can be drawn from the foregoing discussion is that the goals must be achieved in each dimension of the supply chain management development strategy starting at the level of individual companies, and then it extends to organizational and interorganizational level units in all three stages of the supply chain management development strategy. Supply chain management is a strategy that provides a solution to environmental uncertainty to achieve a competitive advantage. Through customer satisfaction, supply chain management, a development strategy offers mechanisms that drive business processes, increase productivity and reduce operating costs. Supply chain management is a set of approaches used for the effective integration of suppliers, manufactures, warehouses and stores, so that goods are produced and distributed in the right quantities to the right at the right time to minimize the high costs while meeting the requirements for the level of service.

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