



XXX Supply Chain

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561-8671



30~50

Best Practice

- SCM
- XXX Supply Chain
(SCM Best Practice XXX)
-

XXX Supply Chain

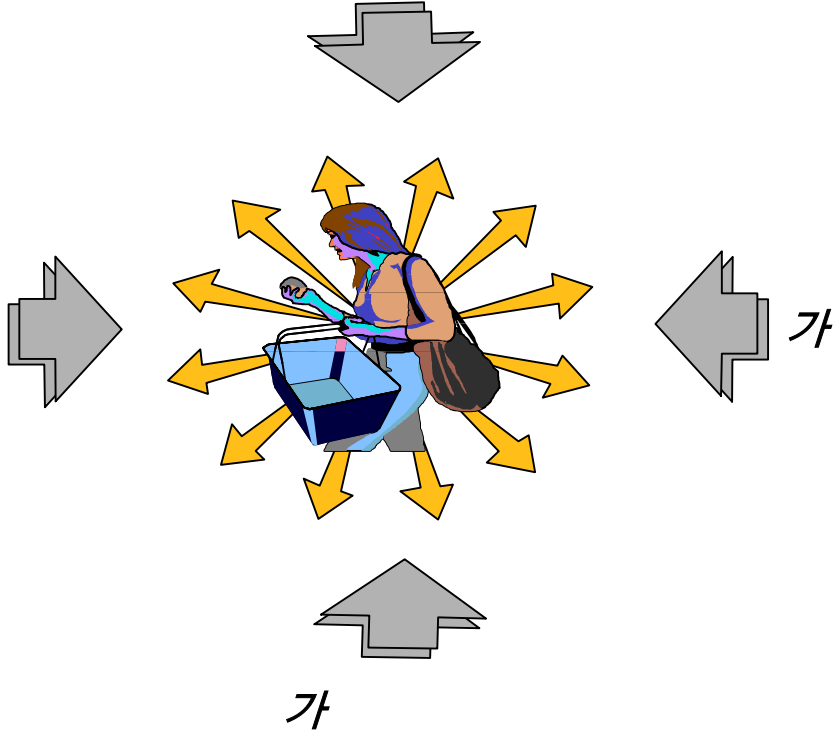
I. *SCM (Supply Chain Management)*

**II. XXX Supply Chain
(SCM Best Practice XXX)**

III.

I. SCM (Supply Chain Management)

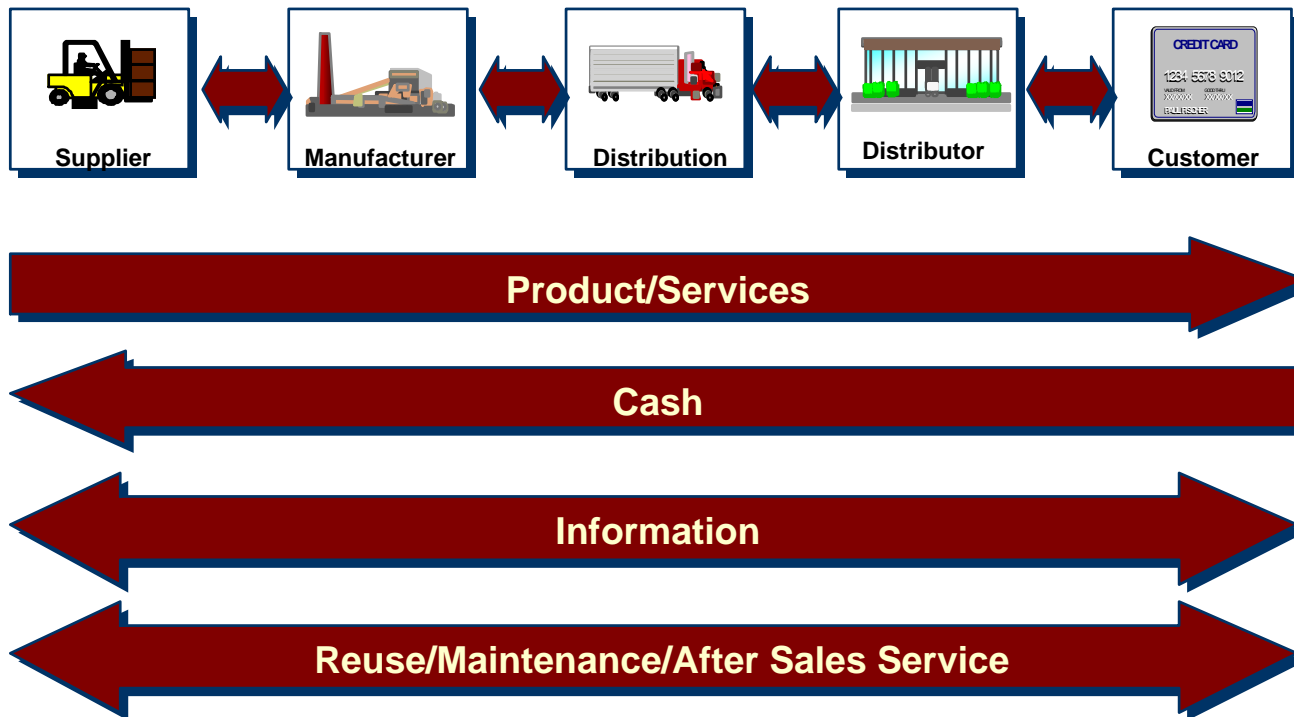
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I. SCM (Supply Chain Management)

Supply Chain
SCM

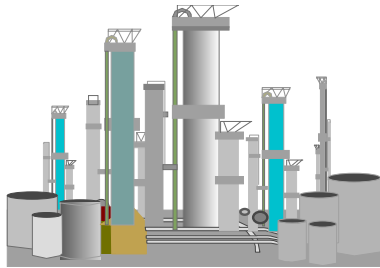
SCM



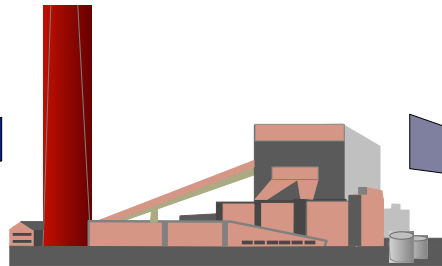
I. SCM (Supply Chain Management)

SCM Supply Chain

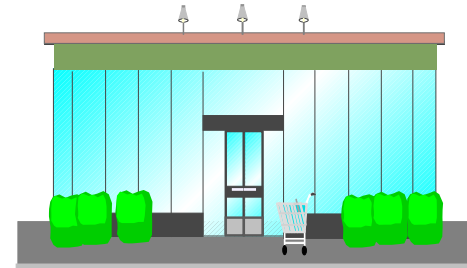
Suppliers



Manufacturers



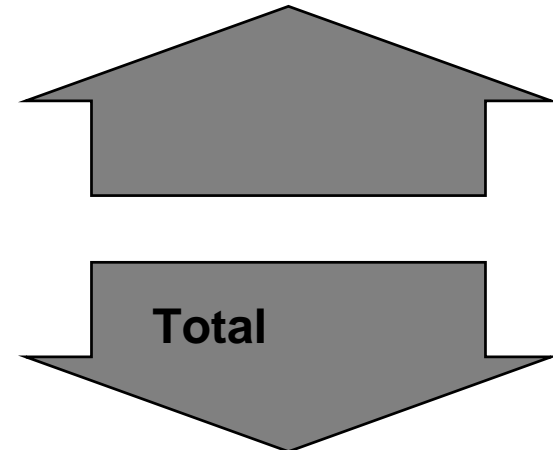
Retailers



Working Together

Integrated Operations

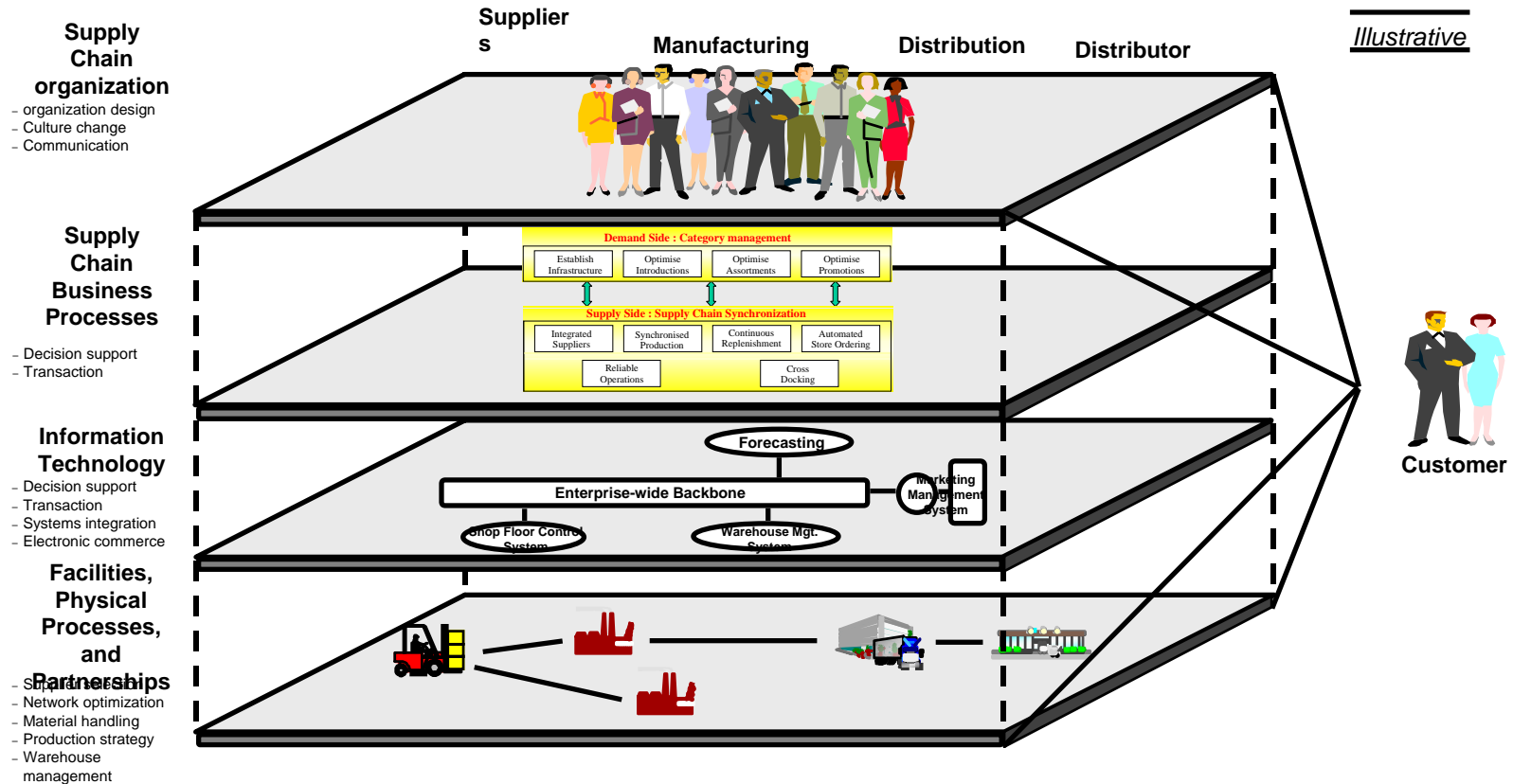
Overcoming Barriers



I. SCM (Supply Chain Management)

SCM, Business Process, IT

SCM



I. SCM (Supply Chain Management)

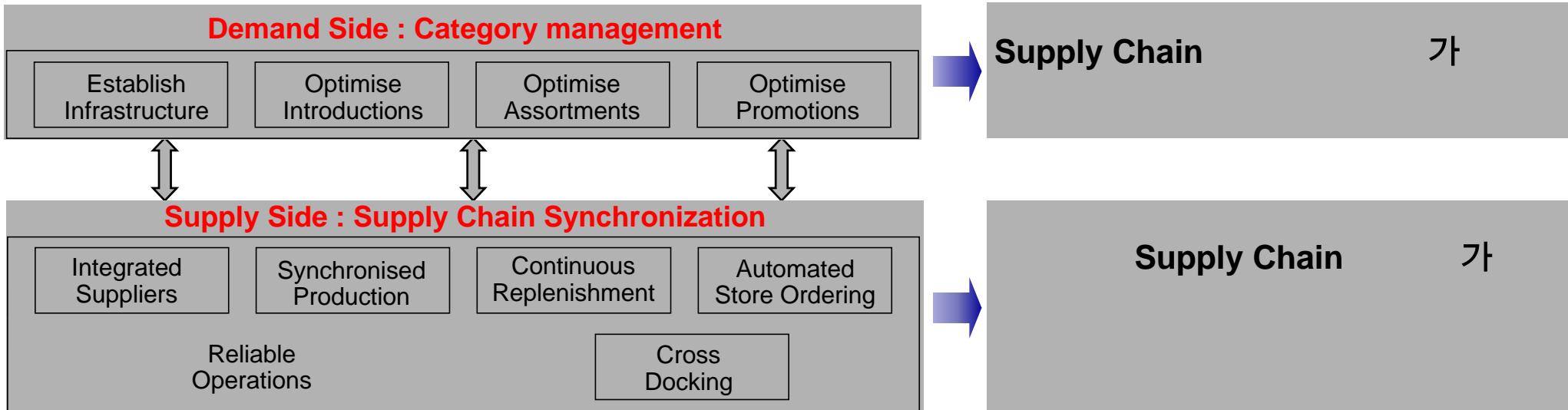
Business Process

Demand Side

Supply Side

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Supply Chain Management



I. **SCM (Supply Chain Management)**

II. *XXX Supply Chain
(SCM Best Practice XXX)*

III.

II. XXX Supply Chain

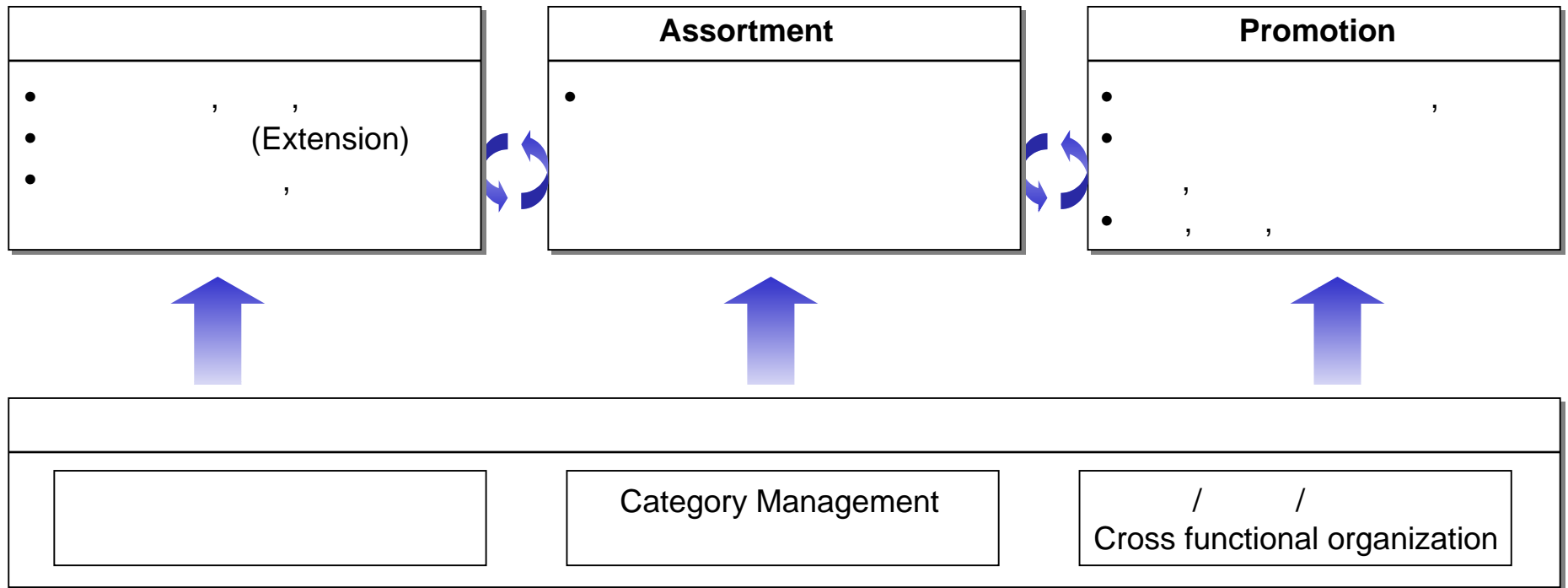
Demand Side

Category Management

Needs

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Demand Side

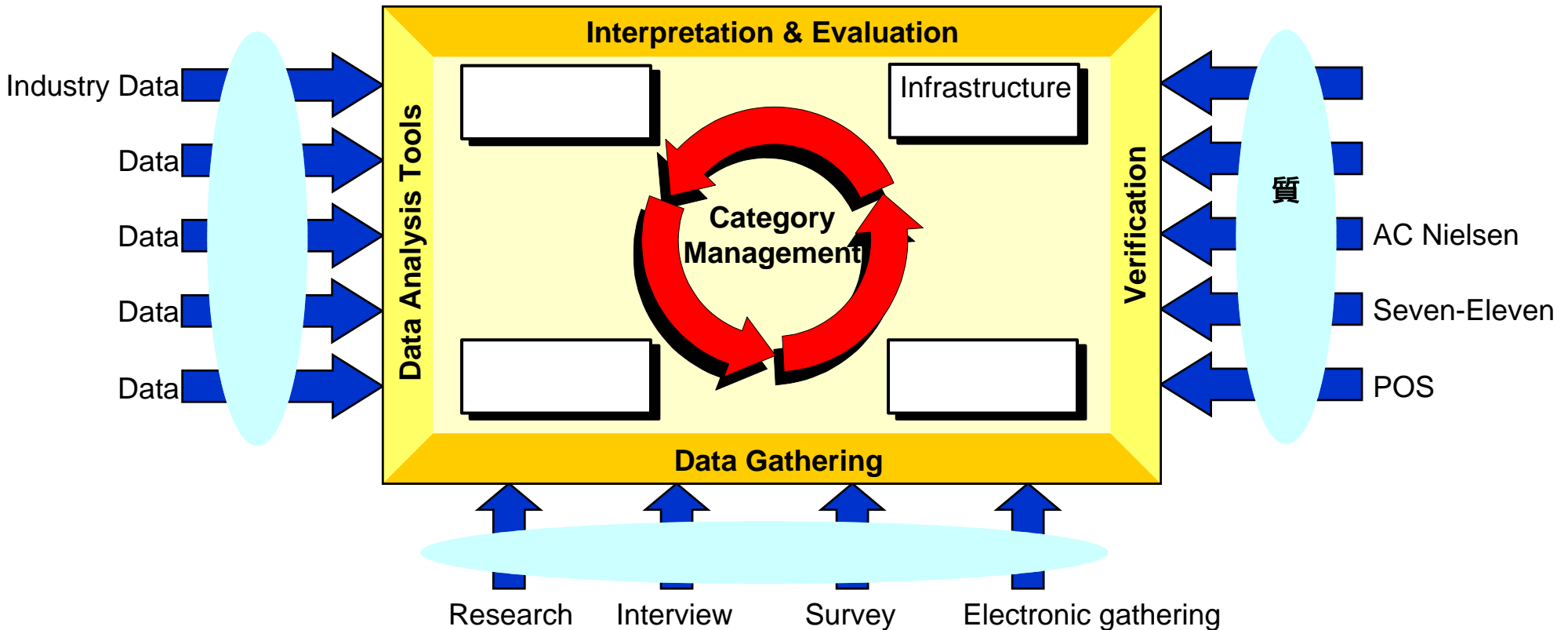


II. XXX Supply Chain

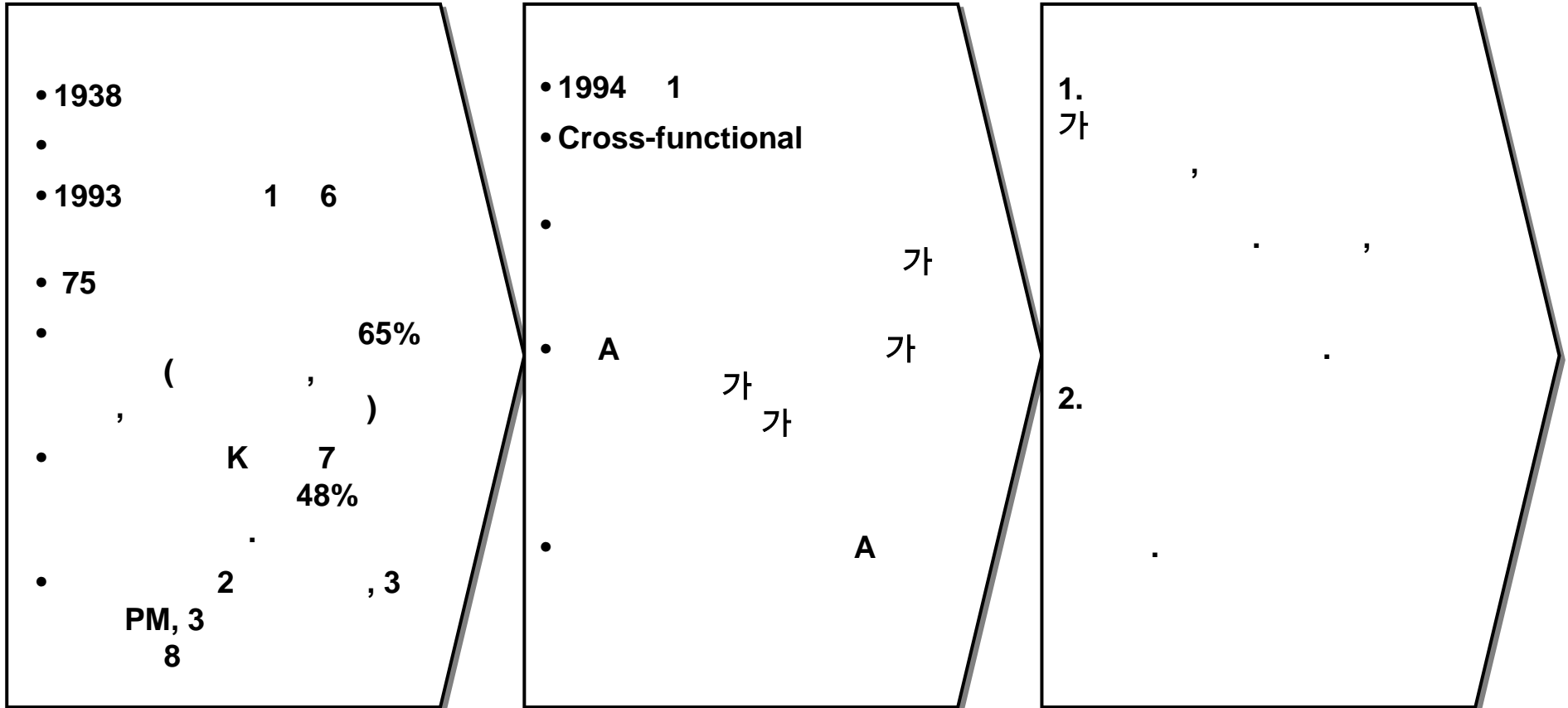
Category Management

Data & Information

Sources



Category Management



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Category Management ()



II. XXX Supply Chain

XXX Needs Fact Base

XXX Needs

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POS Data

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Nielson Data

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II. XXX Supply Chain

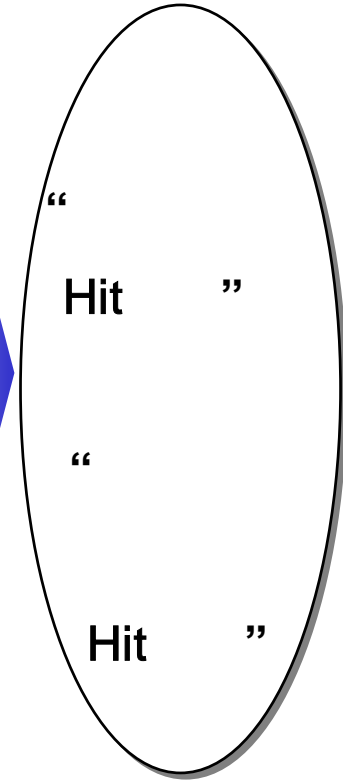
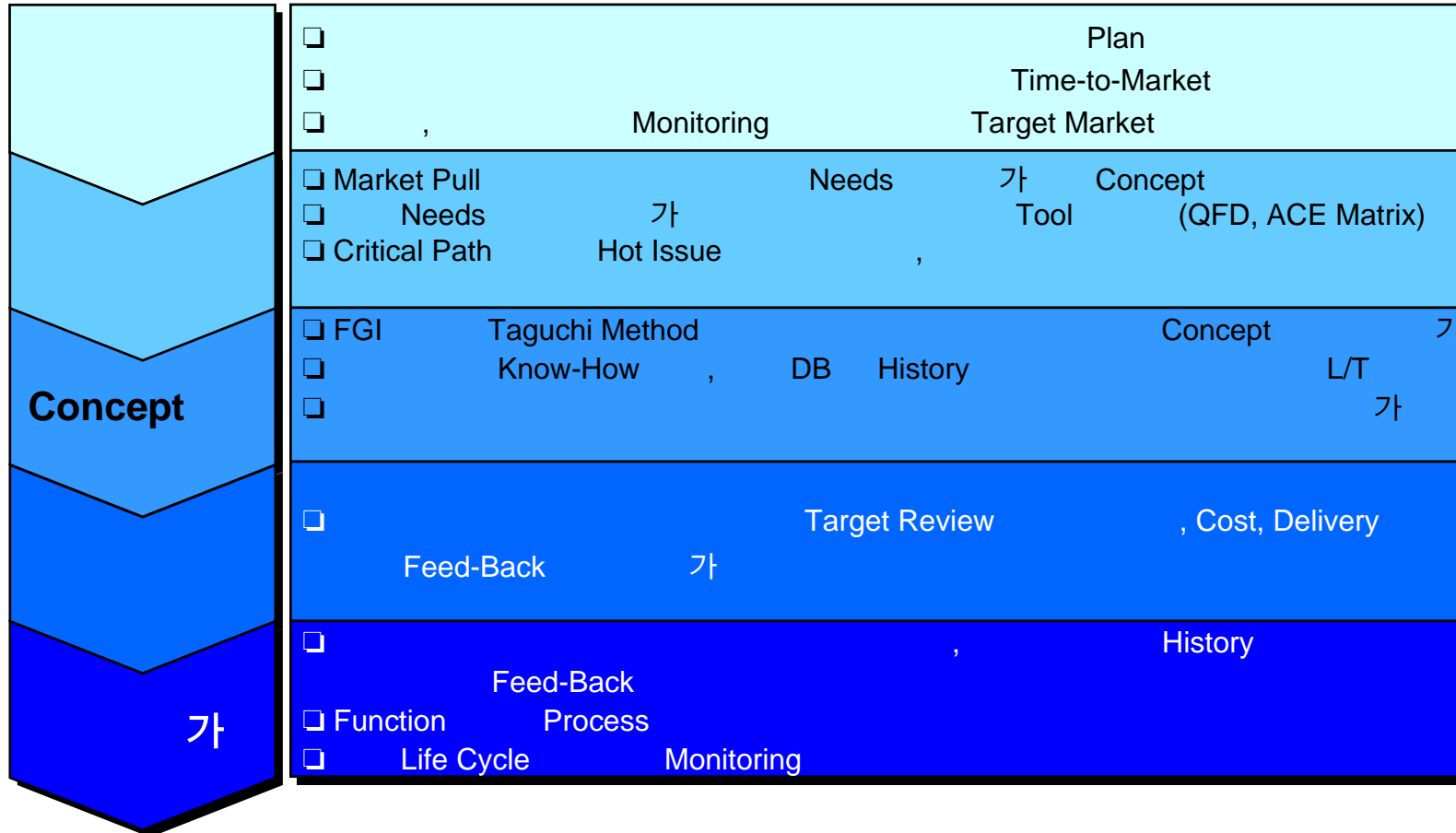
Needs ,

QFD ()

1	2	3				A	B	C	D		SALES POINT	LEVEL-UP	WEIGHT	WEIGHT	WEIGHT	
(Data 357)			-	-	-	3.77	3.36	3.42	3.96	4.20	1.20	1.11	-	2.95%	6	
			-	-	-	3.77	3.36	3.42	3.96	3.77	1.00	1.00	-	1.91%	22	
			-	-	-	3.77	3.36	3.42	3.96	3.77	1.00	1.00	-	1.91%	23	
			()	-	-	-	3.74	3.29	3.19	3.38	3.74	1.00	1.00	-	1.98%	15
			()	-	-	-	3.74	3.29	3.19	3.38	3.30	1.00	0.88	-	1.49%	35
				-	-	-	3.74	3.29	3.19	3.38	3.30	1.00	0.88	-	1.49%	36
				-	-	-	3.74	3.29	3.19	3.38	3.30	1.00	0.88	-	1.49%	37
		가	가	0.22	0.22	0.22	3.15	3.24	2.89	3.50	4.00	1.50	1.27	0.42	4.38%	1
			가	0.07	-	0.11	3.15	3.24	2.89	3.50	3.50	1.00	1.11	0.12	2.22%	9
				-	-	0.07	3.15	3.24	2.89	3.50	3.50	1.00	1.11	0.07	2.22%	10
			-	-	0.11	3.89	2.95	2.97	3.12	4.00	1.50	1.03	0.18	3.79%	3	
			-	-	0.06	3.89	2.95	2.97	3.12	3.89	1.00	1.00	0.06	1.87%	28	
가			-	-	-	3.56	3.33	3.33	3.31	4.00	1.50	1.12	-	3.83%	2	
			-	-	-	3.56	3.33	3.33	3.31	3.56	1.00	1.00	-	1.98%	16	
			-	-	-	3.56	3.33	3.33	3.31	3.56	1.00	1.00	-	1.98%	17	
			-	-	-	3.07	2.88	2.78	3.12	3.12	1.00	1.02	-	2.20%	11	
			-	-	-	3.07	2.88	2.78	3.12	3.07	1.00	1.00	-	1.87%	26	
			-	-	-	3.07	2.88	2.78	3.12	3.07	1.00	1.00	-	1.87%	27	
	WEIGHT	WEIGHT	0.29	0.22	0.57											
	()		26	34	8											
	WEIGHT		29.62	19.45	68.53											
	()		36	46	14											
	A															
	B															
	C															
	D															

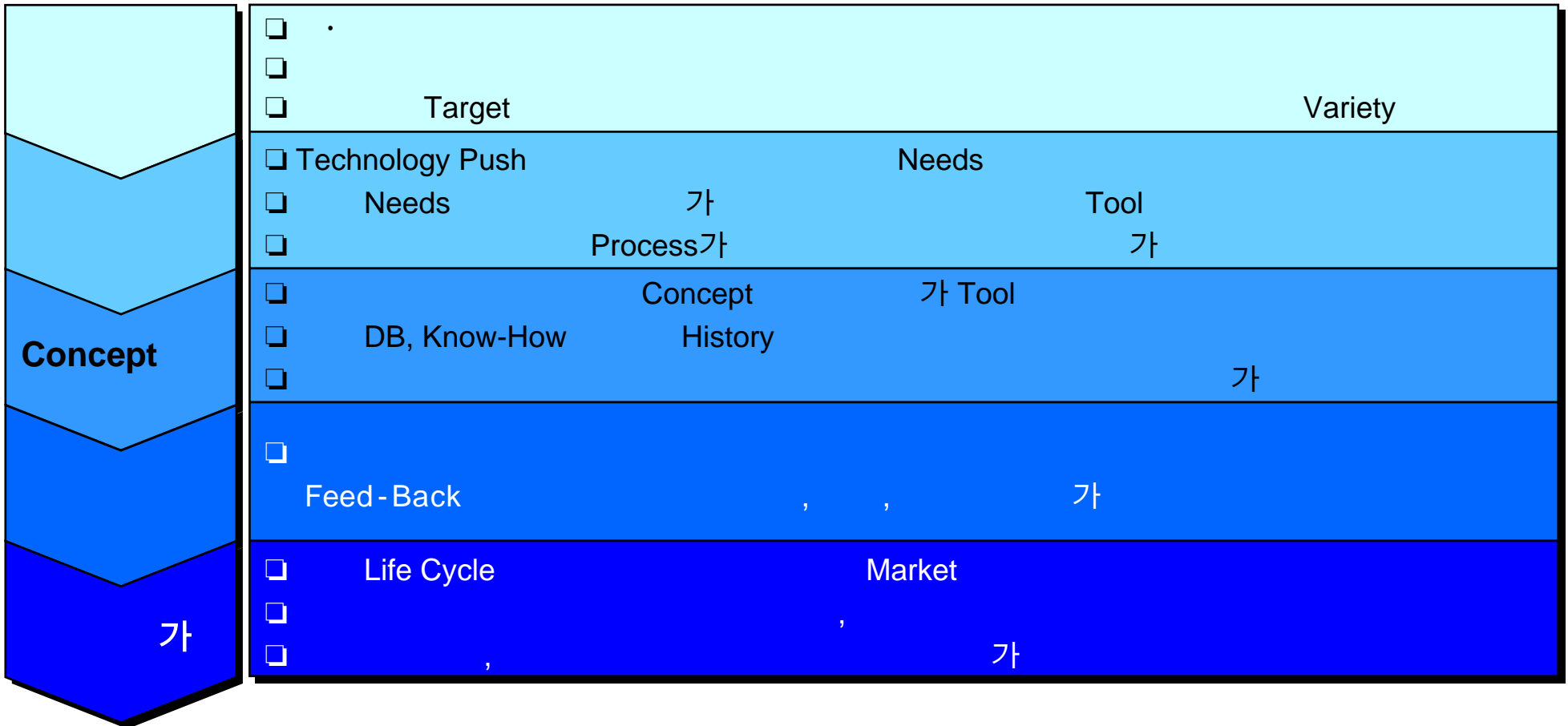
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To-Be Process



Process

Process ("As-Is")



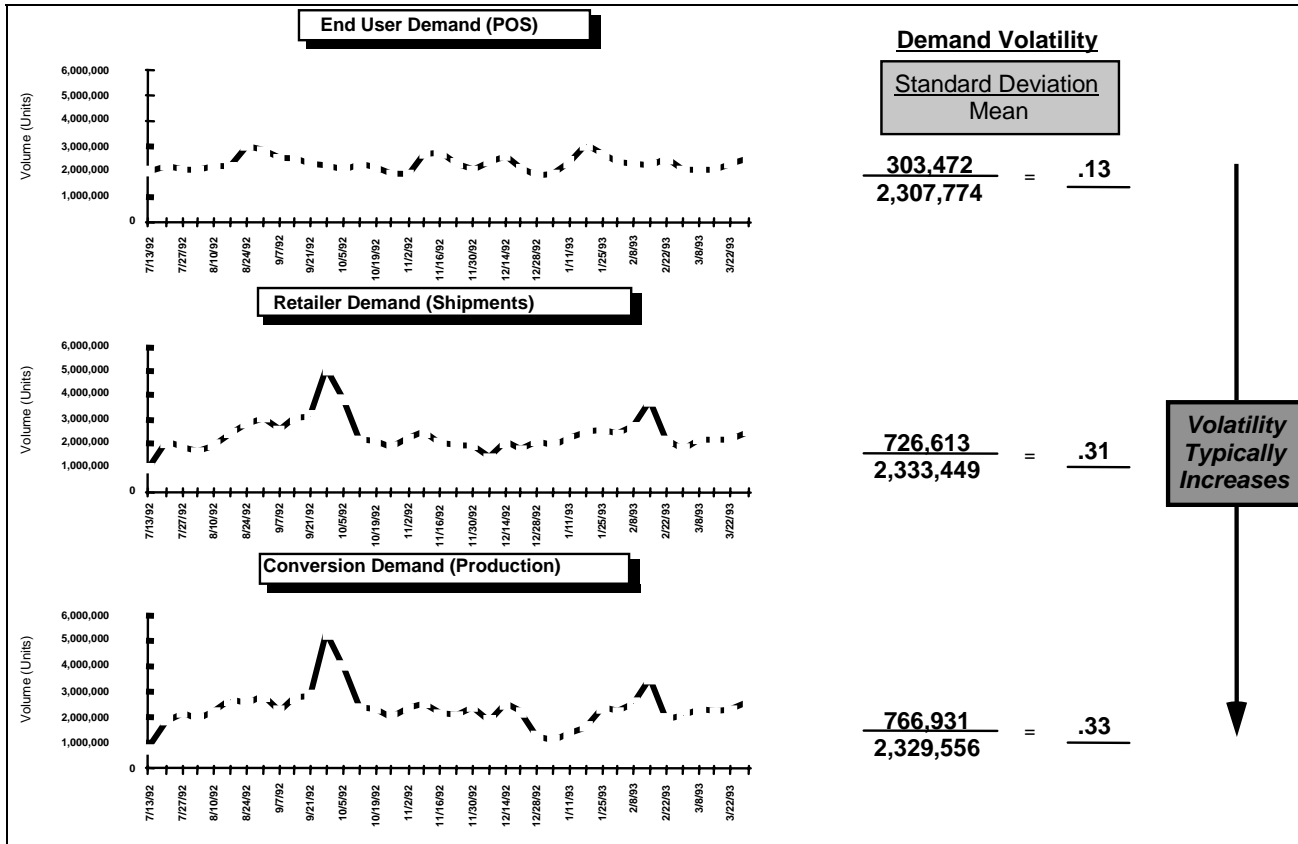
II. XXX Supply Chain

Supply Side

Issue

(Bullwhip Effect)

Supply Chain



- 가
- 가
- 가

II. XXX Supply Chain

가

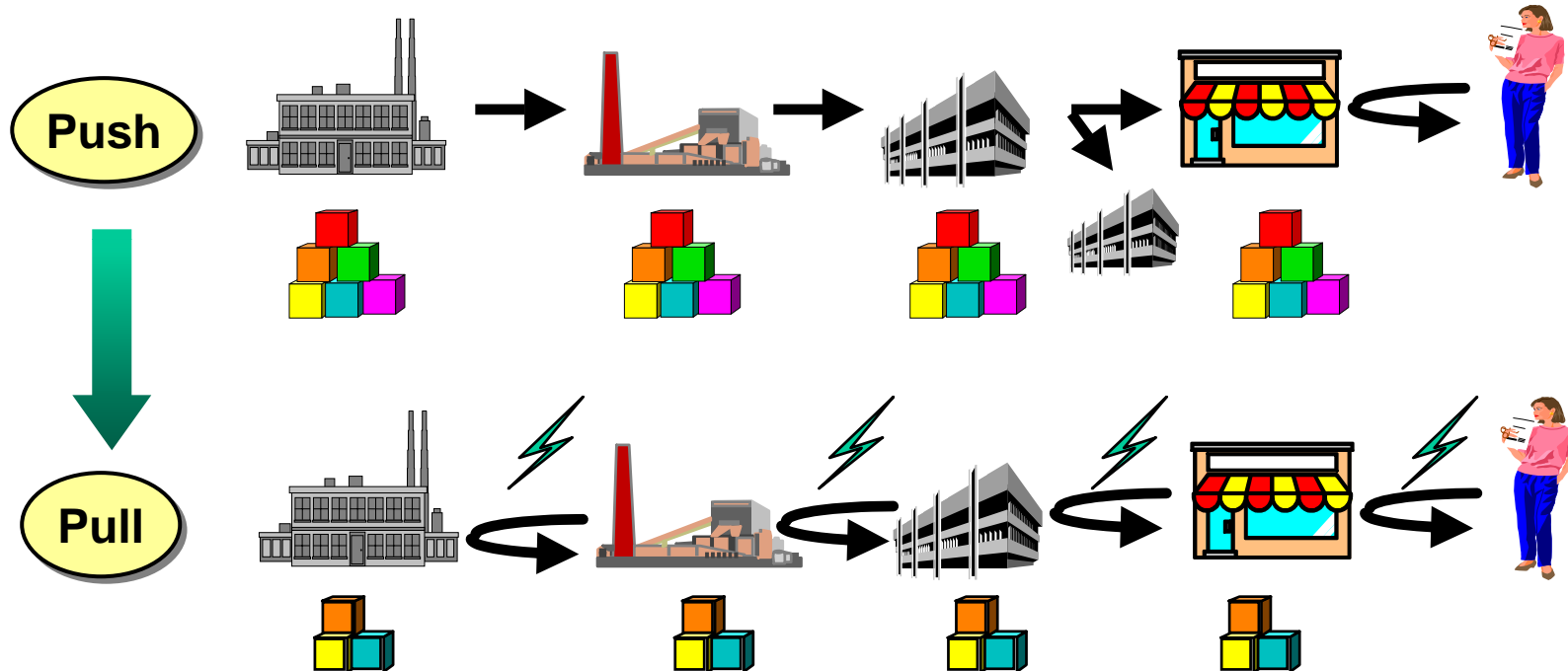
Push

가

가

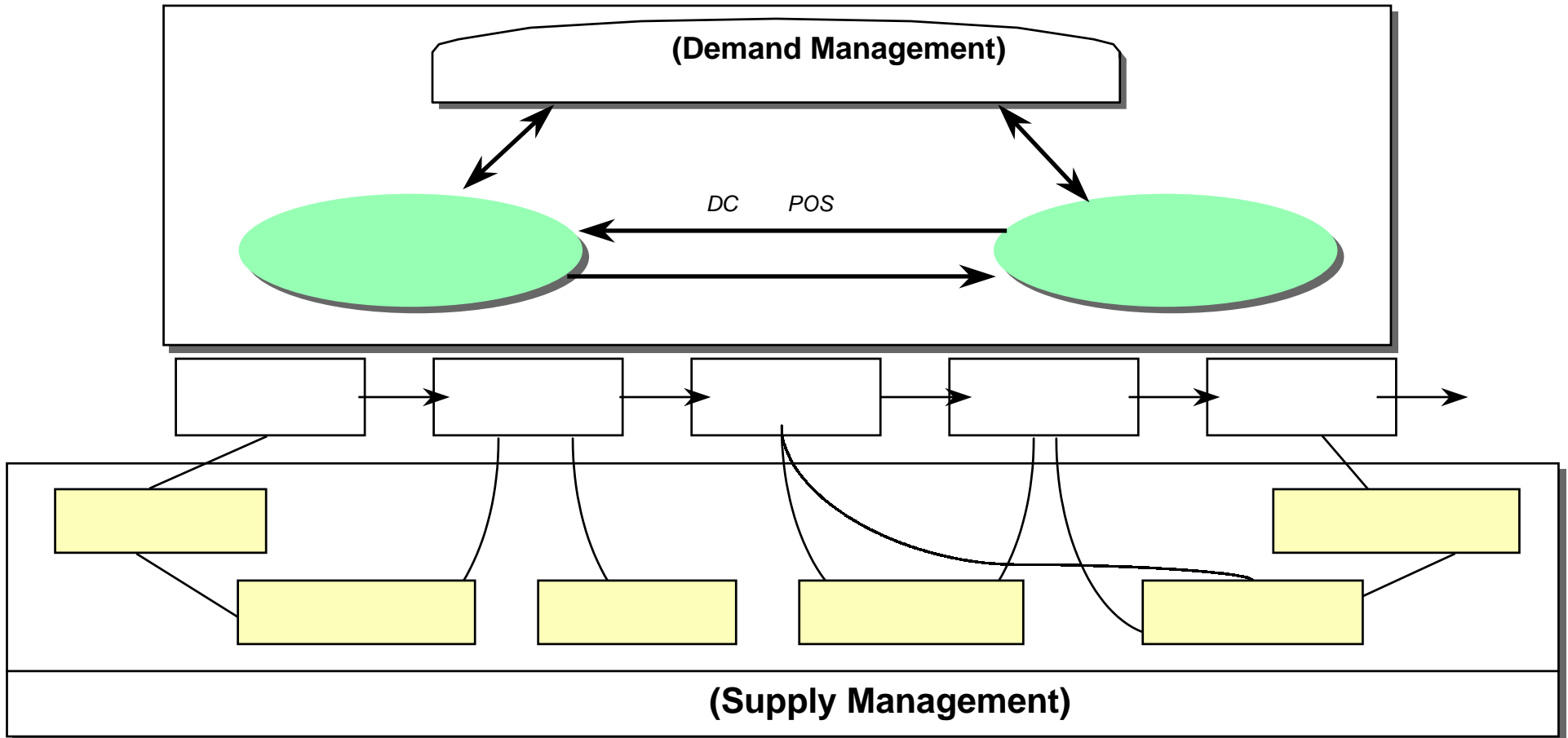
Pull

Supply Chain



Pull

SCM - Supply Side



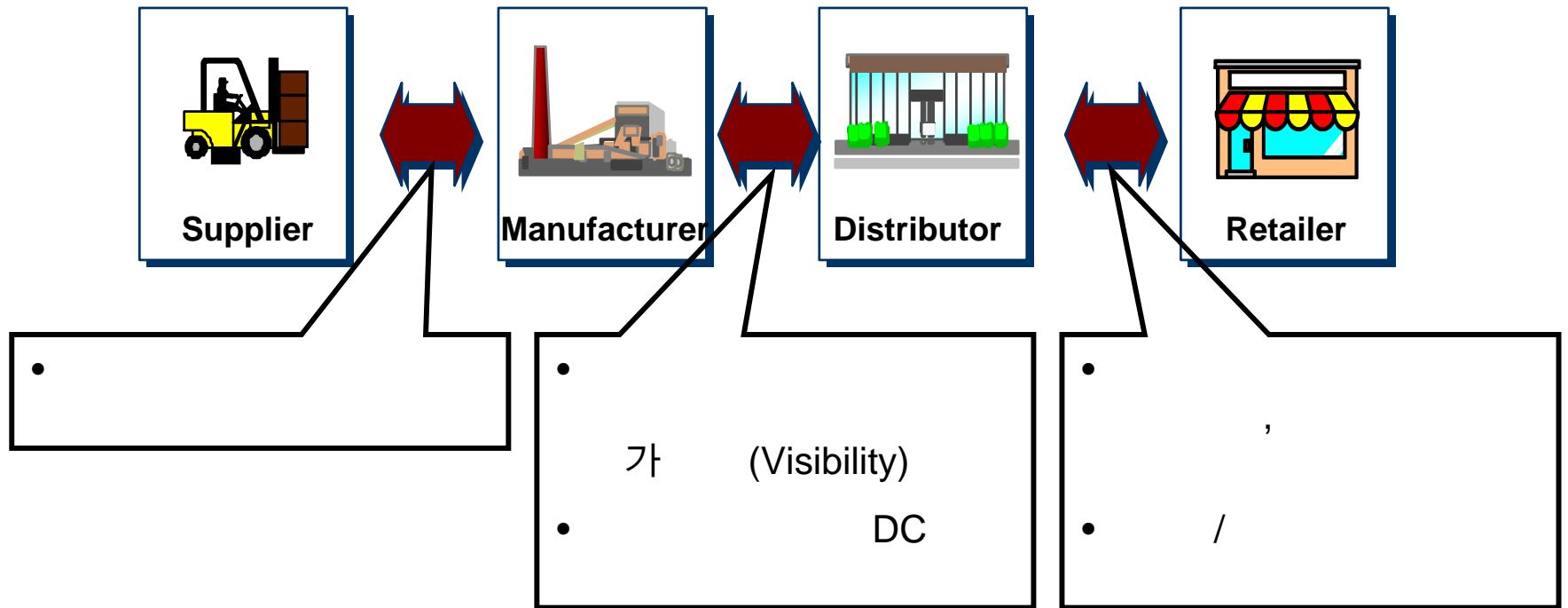
II. XXX Supply Chain

XXX

Push

Supply Side

XXX



II. XXX Supply Chain

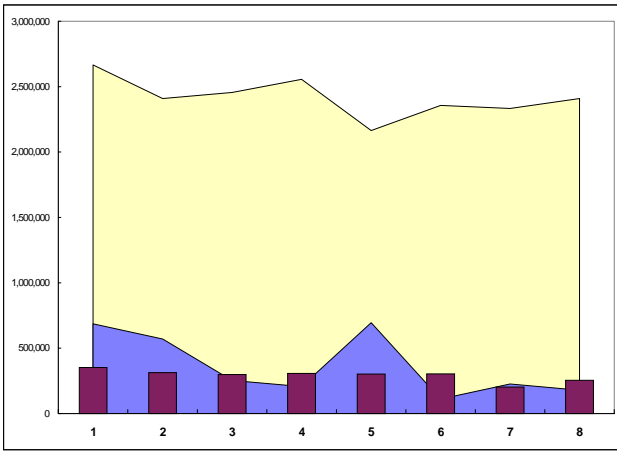
Supply Chain

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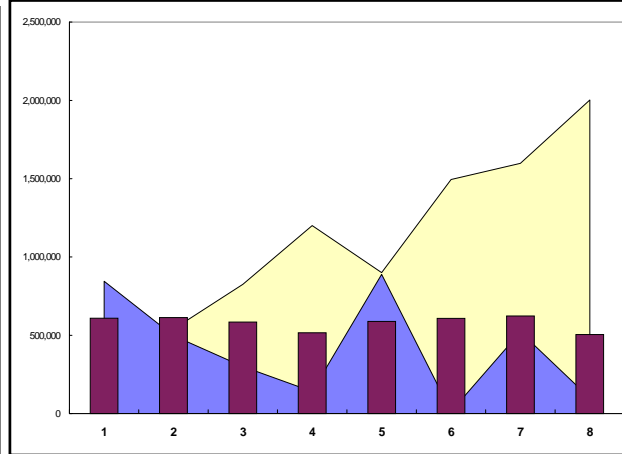
Supply Chain

/ / Graph (98.9~10)

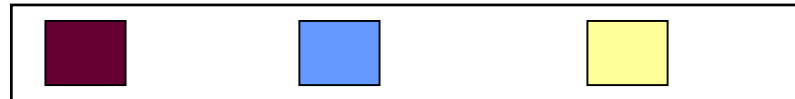
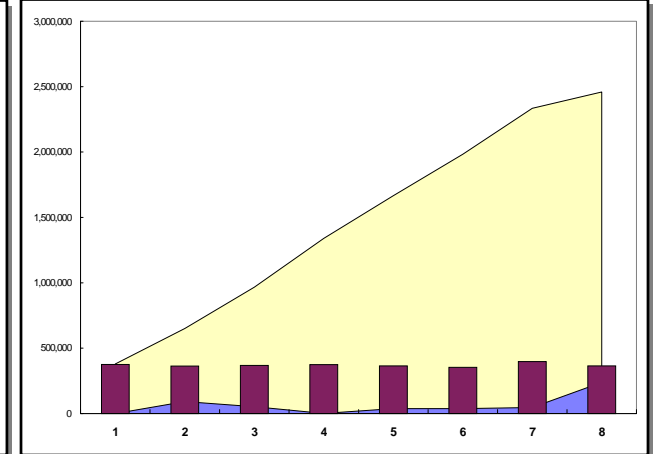
100g



250g

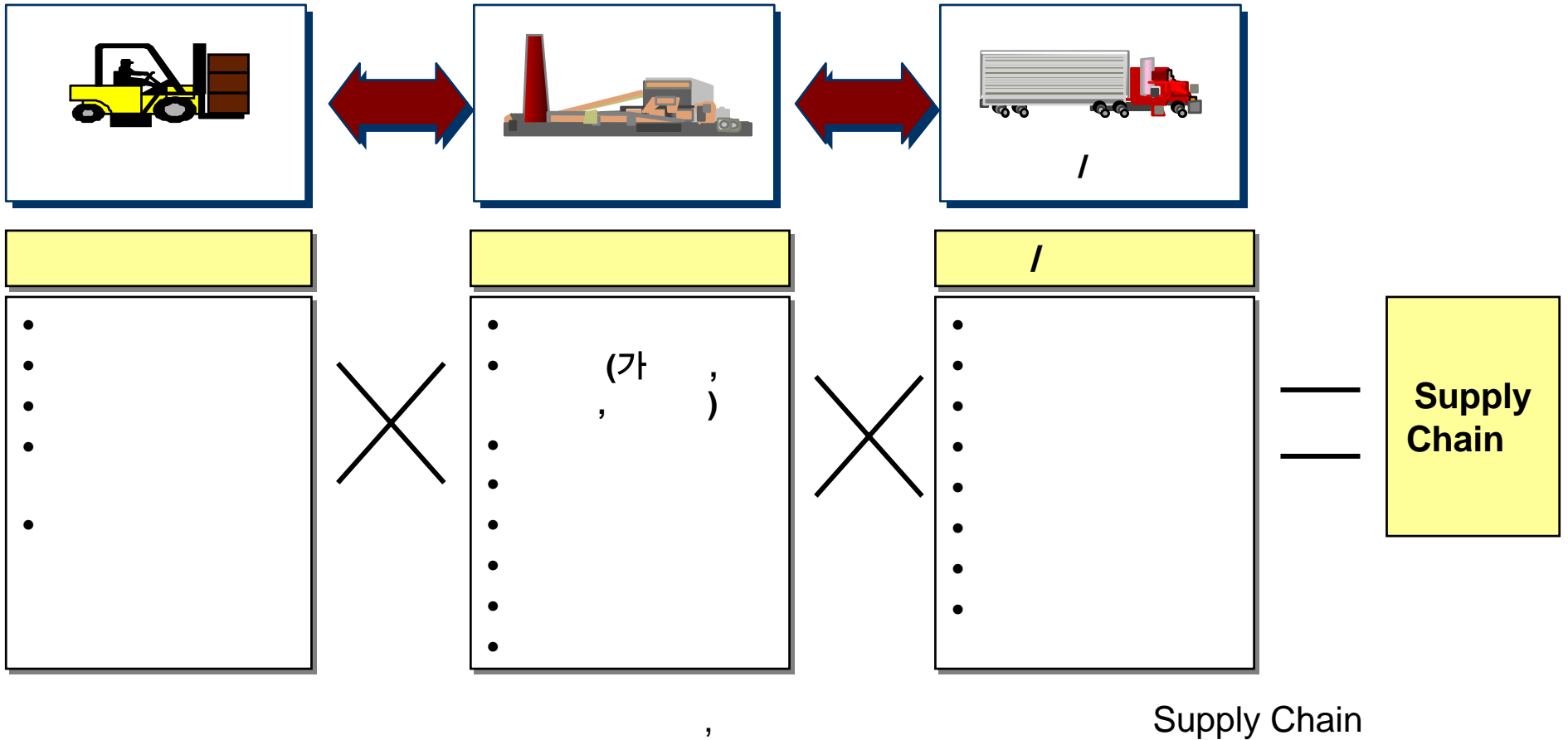


250g



Operation

Supply Chain



II. XXX Supply Chain

XXX

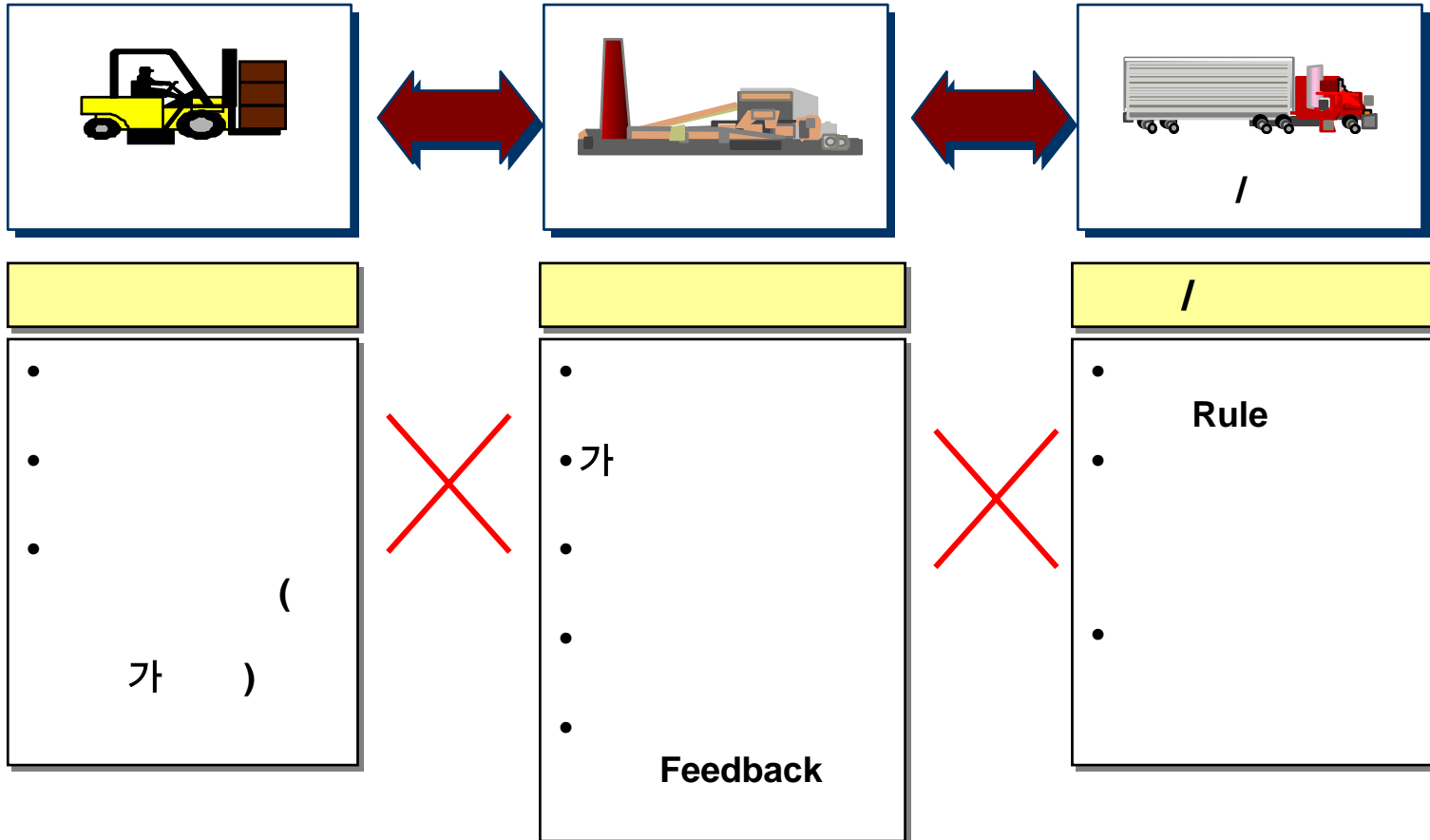
Operation

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XXX Supply Chain

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II. XXX Supply Chain

Supply Side

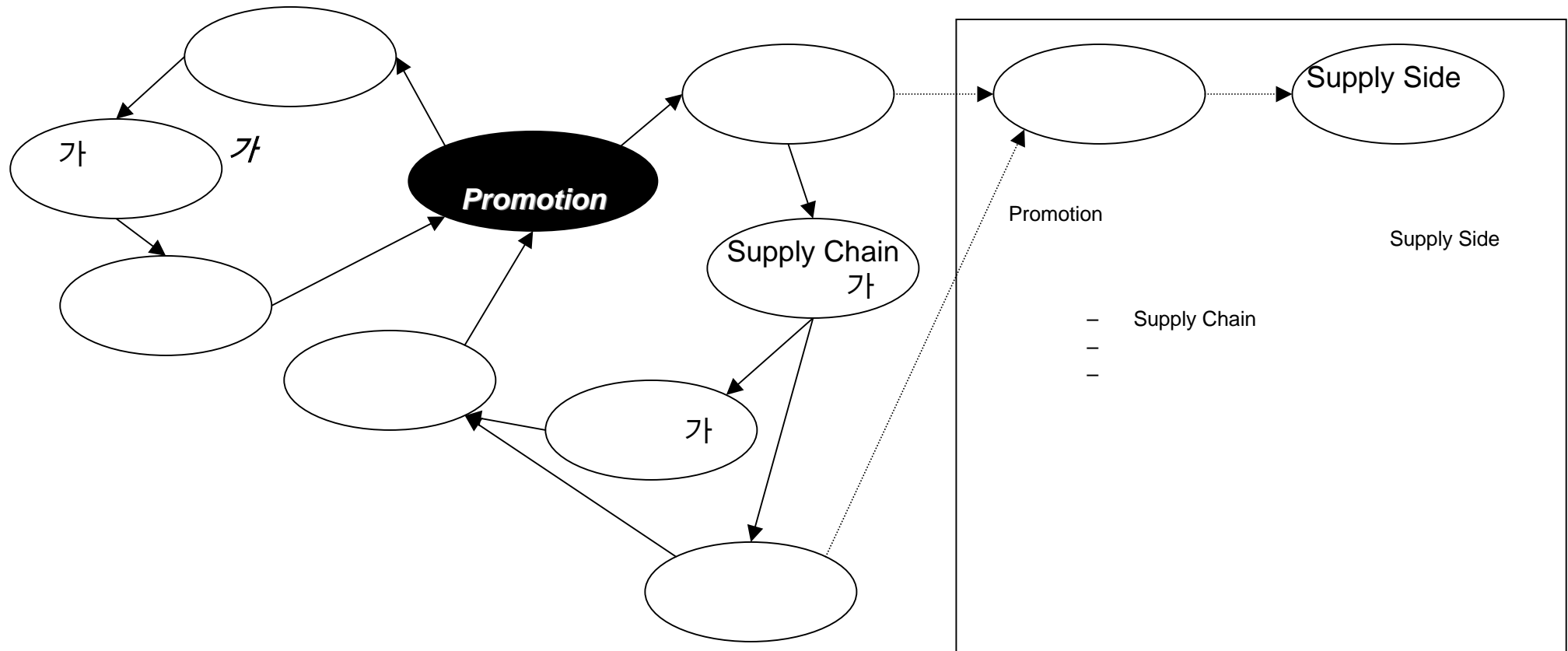
Demand Side
가

가 .

Promotion

Promotion

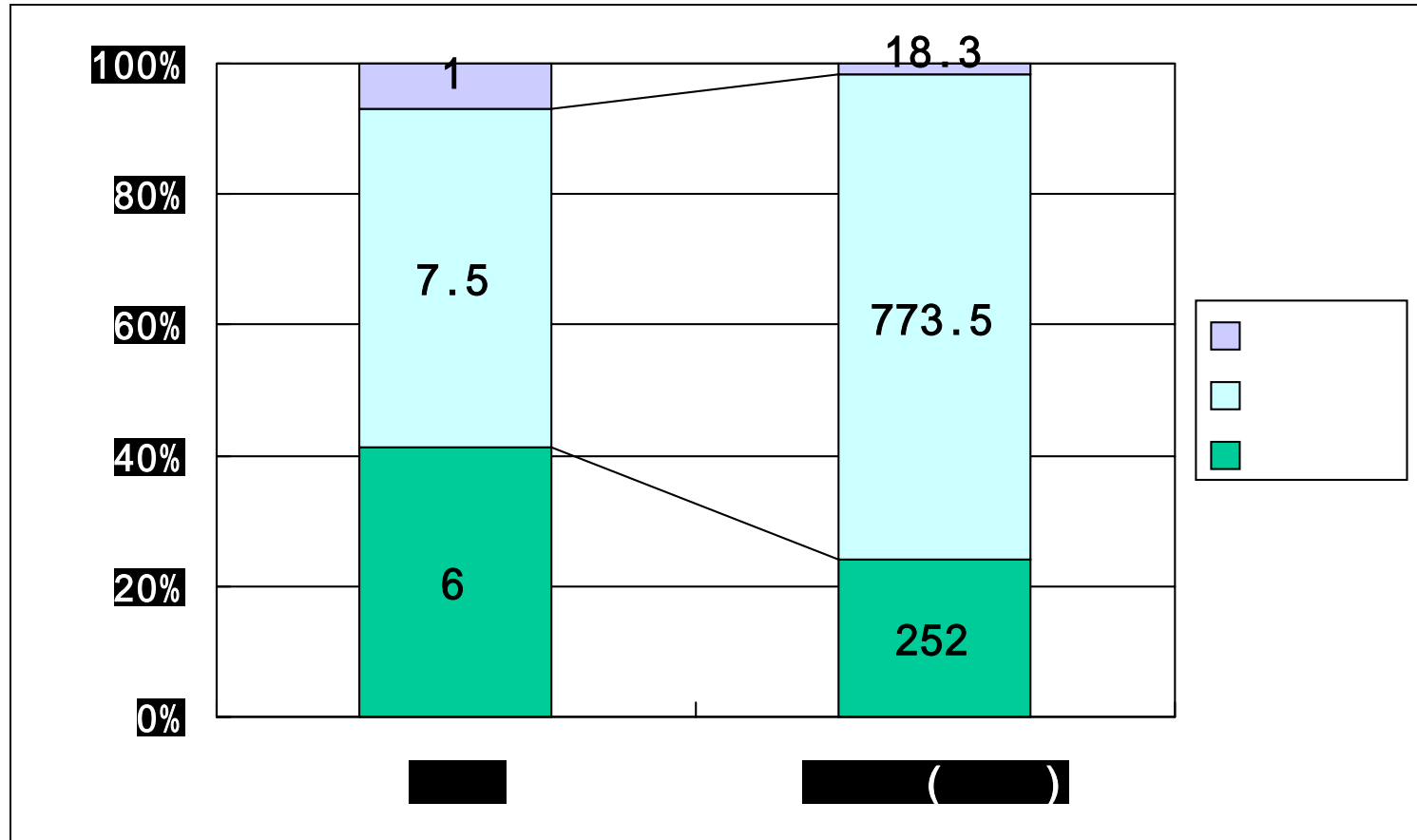
Supply Side



II. XXX Supply Chain

XXX

('98.5~11)



• 가 가 /

I. SCM (Supply Chain Management)

**II. XXX Supply Chain
(SCM Best Practice XXX)**

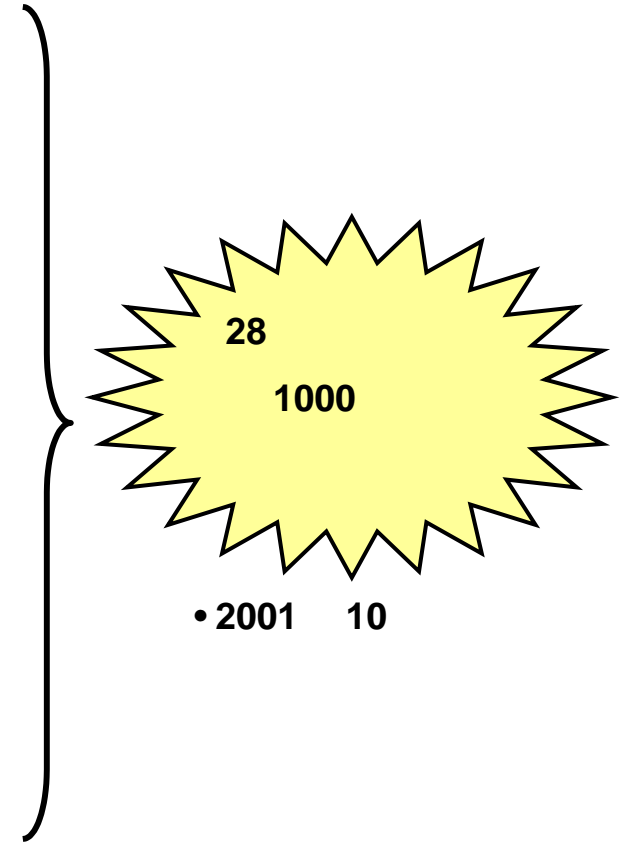
III.

III.

XXX

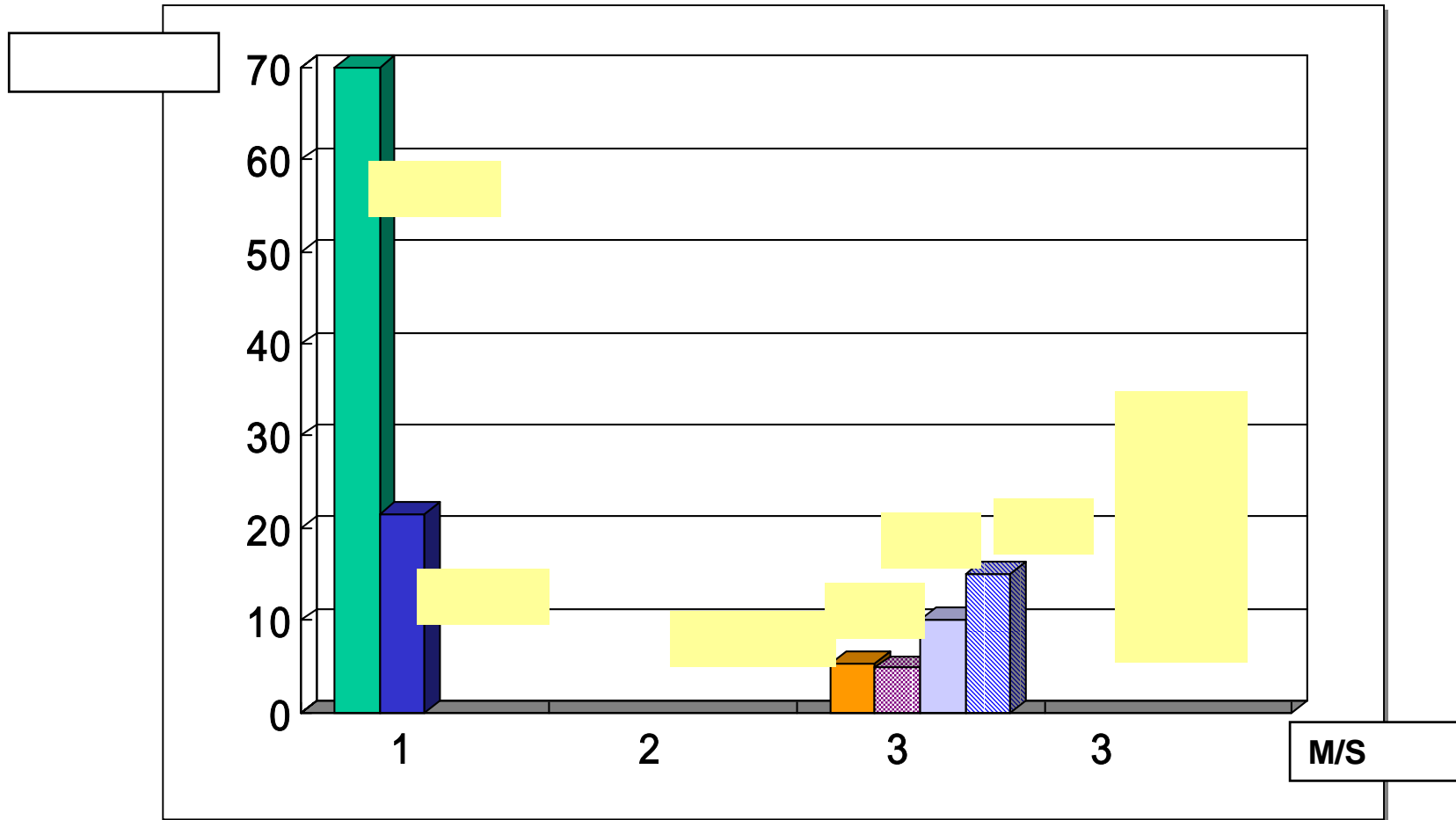
XXX

		79
		14
	/ /	35
	/	47
	/	23
	/	33
	가	16
	/	18
	/	25
		36
		9
		211
	/	209
		33
		90
		144

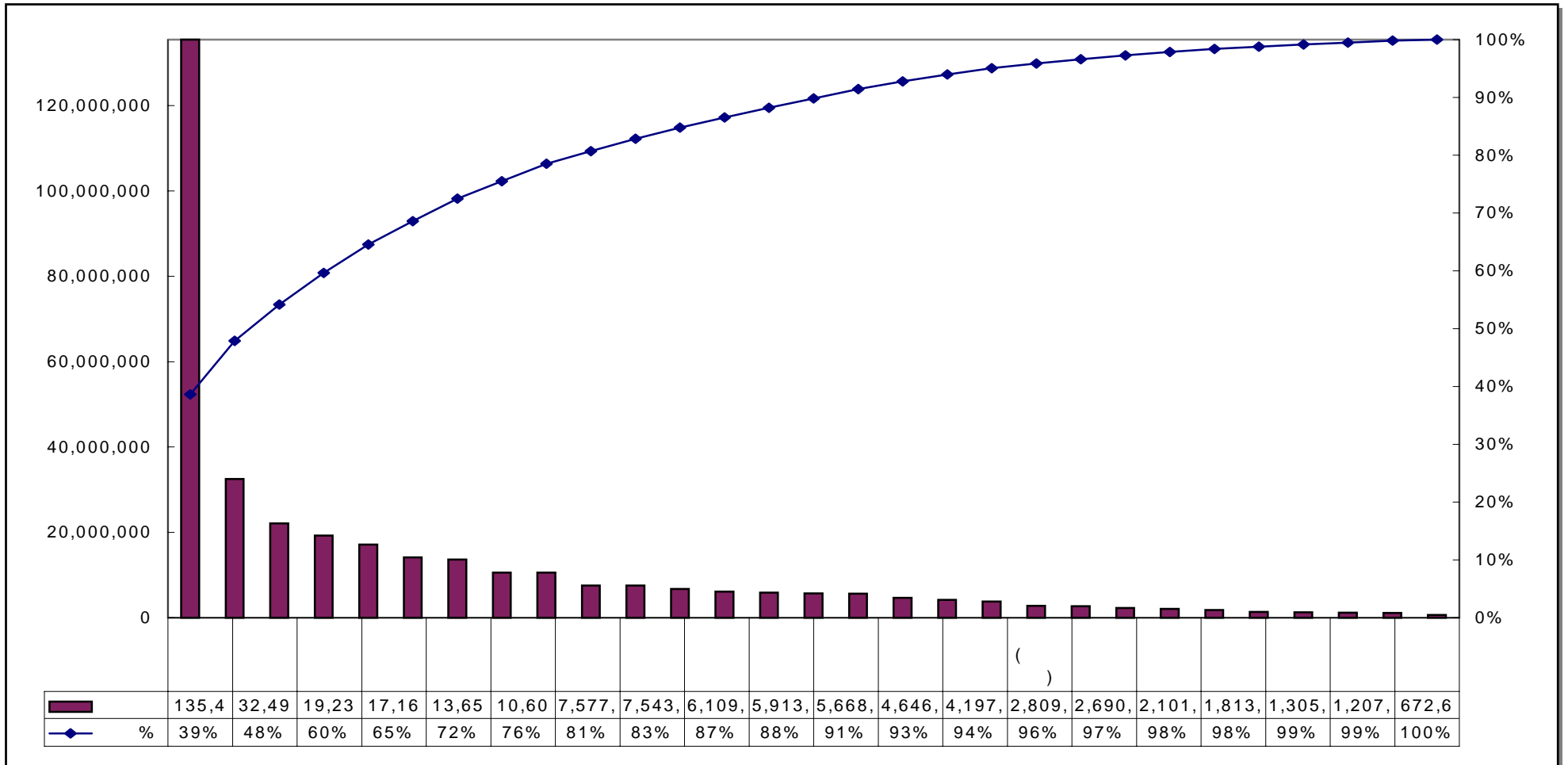


III.

XXX



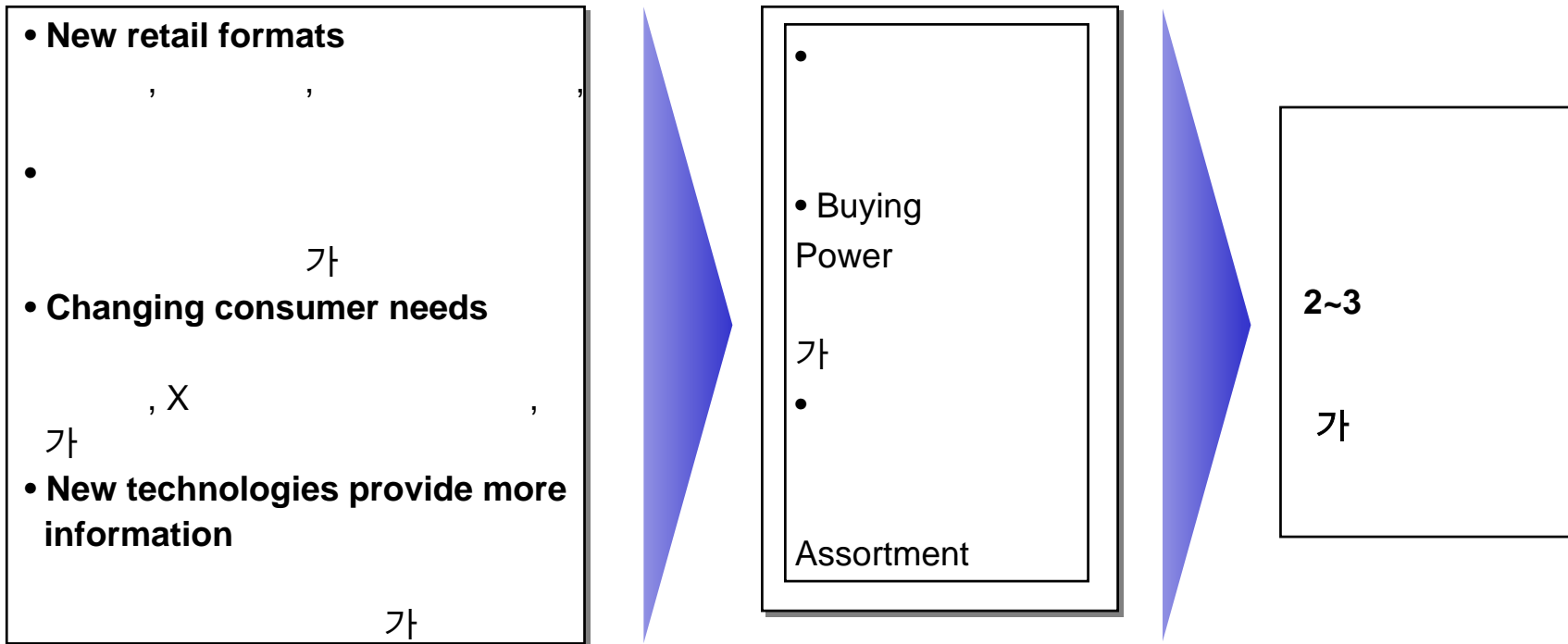
XXX



III.

가 가 가

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III.

XXX

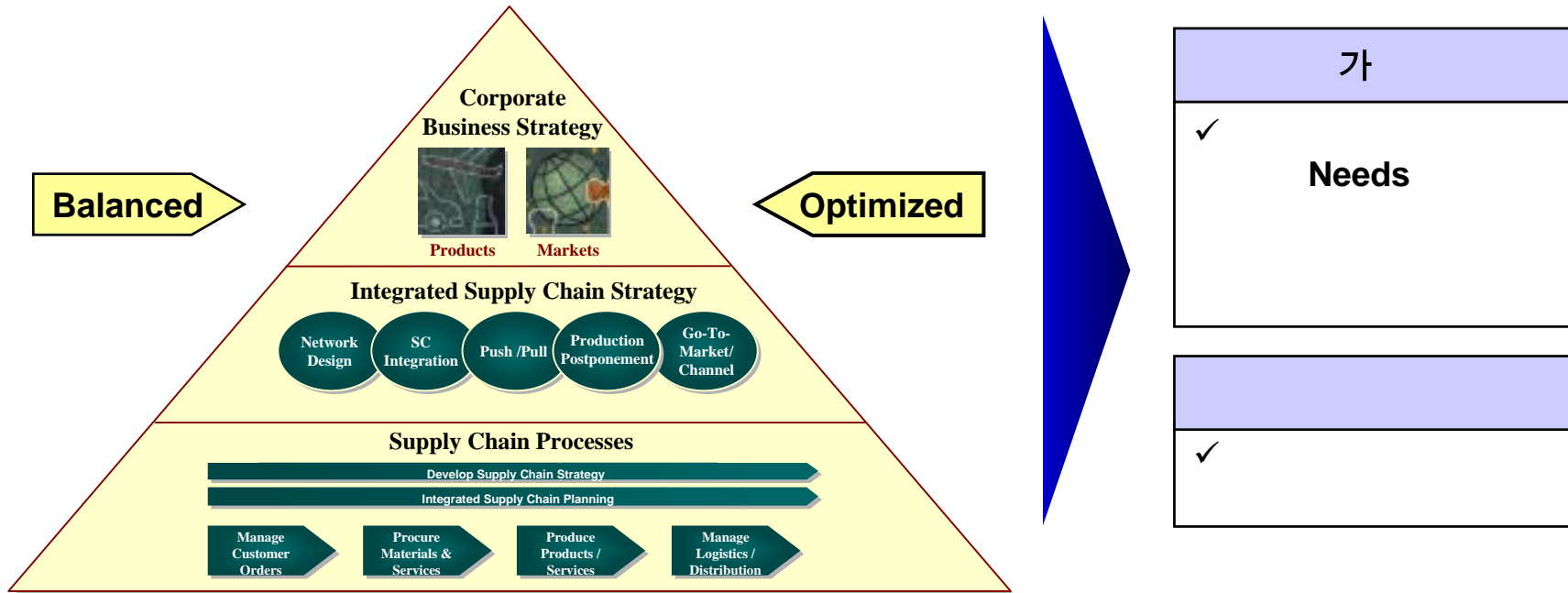
SCM

가

가

SCM

Supply Chain Management



III.

Category Management

Needs

Supply Side

Demand Side



- VOC / 가
- / 가
-



- (Make-It-Simple)
- Assortment
-



- 가
-
- Channel Mix mix

III.

Supply Side

Demand Communication

Operation

Supply Side

Demand
Communication

-
- / /

- / (, ,)
- VMI/JIT

- /
-
-

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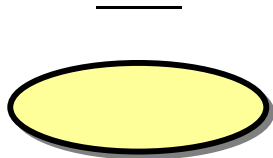
- (DRP)
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- DC / / /

III.

Supply Chain

Supply Chain

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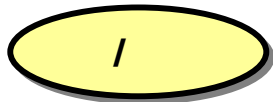


Supply Chain

✓ 가 •

✓ 가 •

•



✓ Delivery • Demand Communication & Flexibility

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• /



✓ Needs 가 •

✓ •

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• Demand Communication

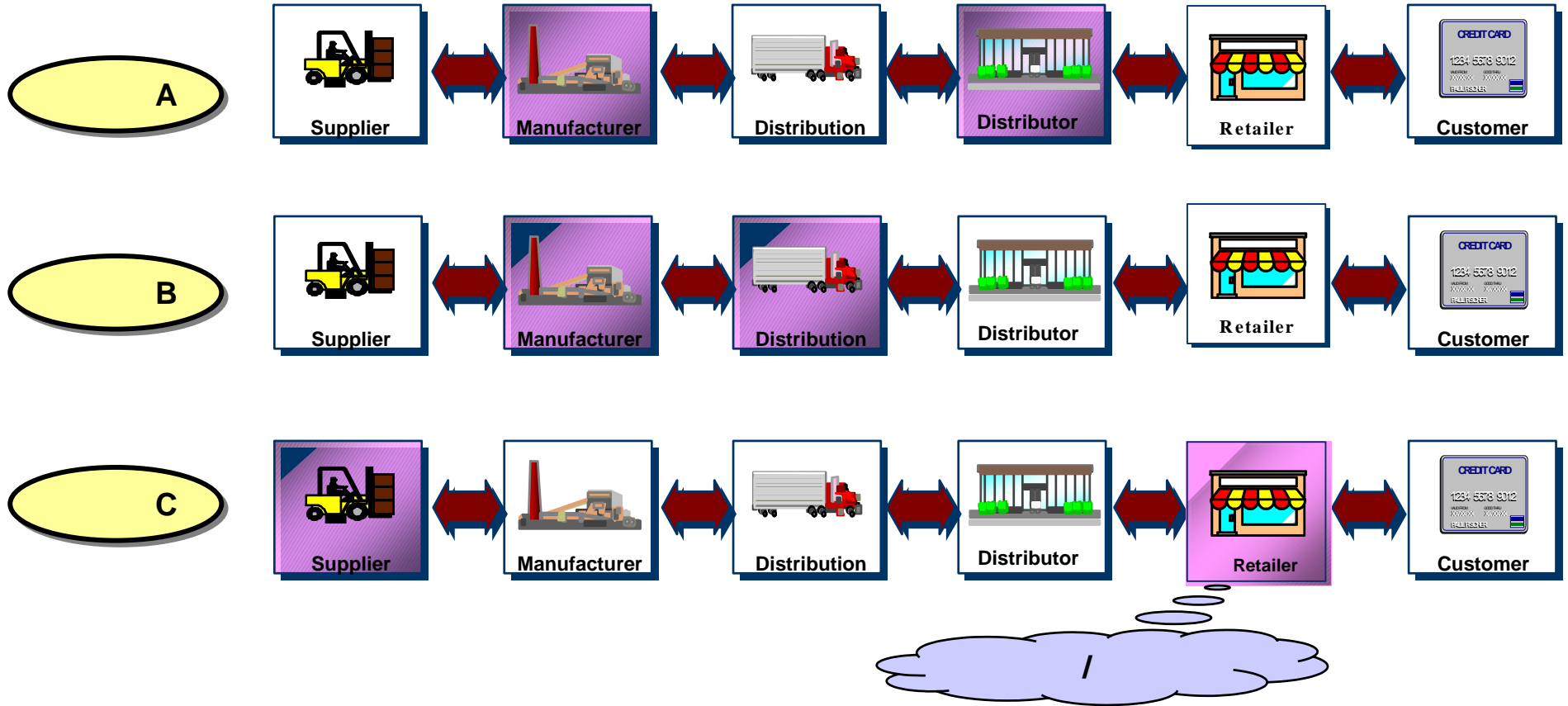
III.

(Select and Focus)

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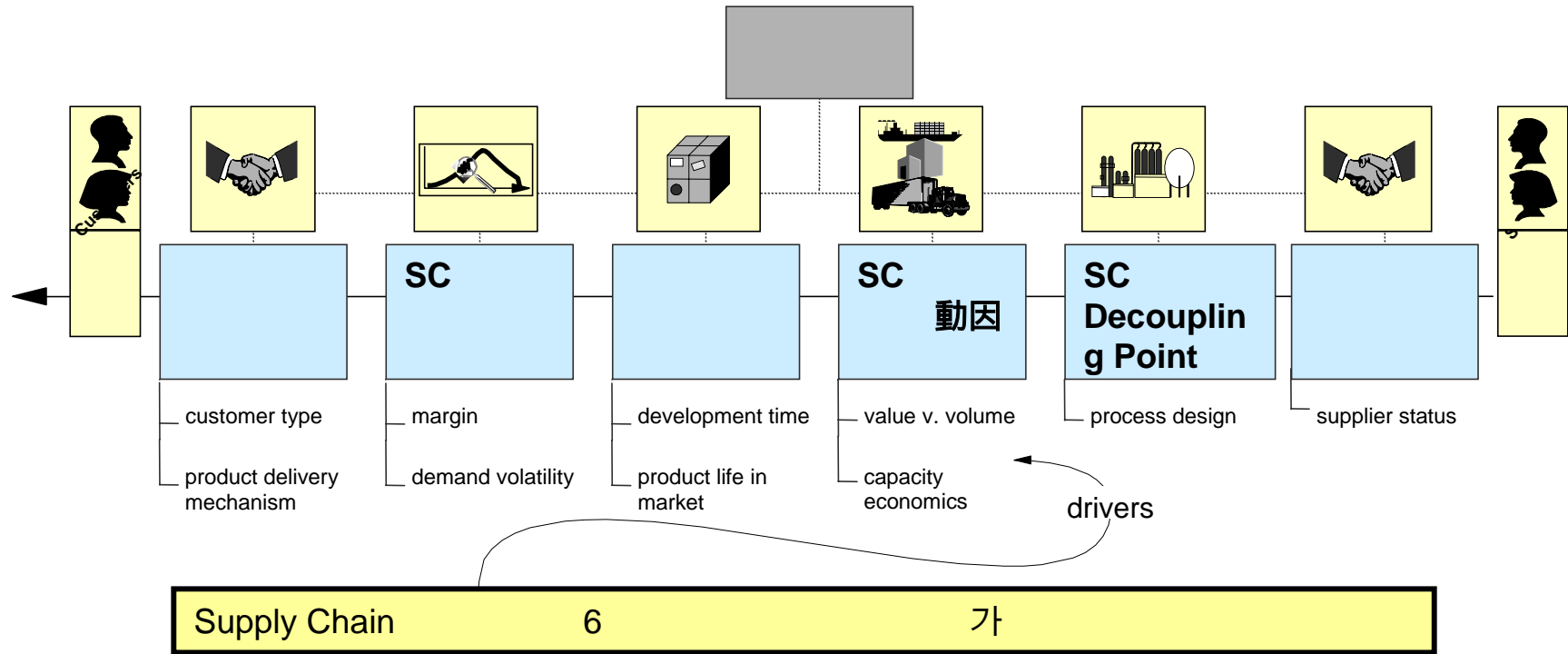
Supply Chain Management

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Supply Chain

Supply Chain

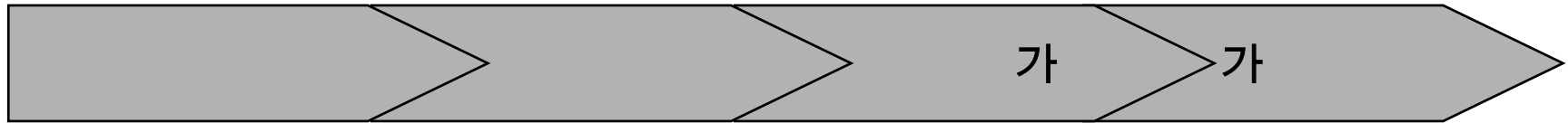


III.

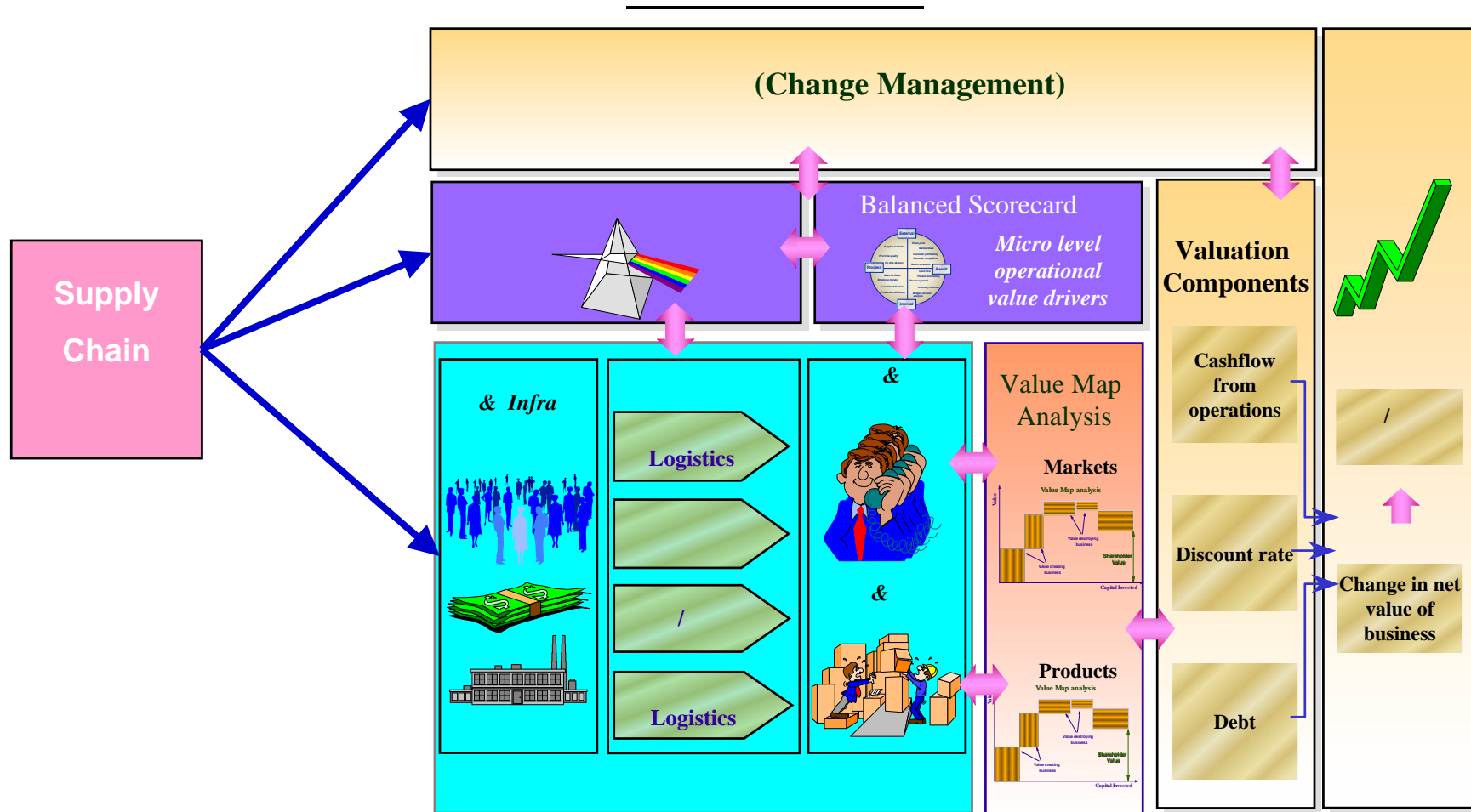
Supply Chain

가

Supply Chain



<ul style="list-style-type: none">•••• Peer Group Analysis•• 가• Supply Chain	<ul style="list-style-type: none">• /Workshop• Focus Group• /• 가• Benchmarking• 가• -• -• -	<ul style="list-style-type: none">•• 가• /• Supply Chain	<ul style="list-style-type: none">• Supply Chain 가•••
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Challenge: / **Supply Chain**
Reengineering

- Supply Chain
- / Supply Chain
-
-
-
- Demand Communication
- Supply Chain

- 22%
- 22pp 가
- 6 가
- 23% 가

:

Challenge:

Supply Chain

- Supply Chain
- Operation
-
-

- Supply Chain
- -
- 2 5 -5

End of Document

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