IT DEPLOYMENT ASSESSMENT: A TWO-DIMENSIONAL SUPPLY CHAIN LIFE-CYCLE MANAGEMENT FRAMEWORK FOR STRATEGIC ANALYSIS

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The Supply Chain of An Industry

Supply Chain of a Typical Original Equipment Manufacturer
SUPPLY CHAIN LIFE CYCLE
STAGES AND ACTIVITIES

- Product-related Activities
  - Product Design
  - Manufacturing
  - Product Life-Cycle Management

- Logistics-related Activities
  - Demand Planning
  - Supply Planning
  - Fulfillment
Supply Chain & Product Characteristics

- Bitability of Product
- Cost Structure
- Information Intensity
- Vertical Supply Chain Collaboration
- Standardization Benefits
- Modularity of Product and Processes
The Automobile Industry

- Supply capacity over demand, globally
- Design, quality, and cost are main drivers
  - Design: satisfying regional characteristics
  - Quality: a standard requirement/perception
  - Cost: Production and Logistics
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