

## Supply Chain Logistics Management Donald Bowersox Free E Pi 7 Page Id10 6633913738

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Supply chain operations require managerial processes that span across functional areas within individual firms and link trading partners and customers across organizational boundaries. Logistics, in contrast to supply chain management, is the work required to move and position inventory throughout a supply chain.

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It is impossible to take a bite from a Big Mac at any McDonald's franchise and not be blown away by this giants' incredible success. McDonald's supply chain is largely responsible for its amazing success and continued growth. The amount of strategy and planning that goes into McDonald's logistics must be simply staggering.

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The company's supply chain is driven by 3PLs such as Martin Brower, which has 8,000 employees itself. 3PLs are the backbone of McDonald's supply chain. The company has only a limited number of its own dedicated logistics personnel, most of whom are focused on strategy development.

### **McDonald's - Transportation and Logistics**

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Figure 3: Michael Porter's value chain (Source: Wikipedia 2016) This blog attempts to understand McDonald's distribution channel and supply chain logistics through the use of Iacobucci's and Porter's models. 2. Distribution Channel. The most prominent place McDonald's products can be found are at its restaurants.

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Supply Chain Logistics Management (Hardcover) Published November 11th 2005 by Irwin/McGraw-Hill. Hardcover. Author (s): Donald J. Bowersox.

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McDonald's supply chain. McDonald's supply chain is a complex web of direct and indirect suppliers that are held to clear standards for quality and efficiency. The company uses direct ...

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Logistics is also known as Physical Distribution management. Logistics is an activity carried out by many different companies for the physical distribution of goods. FMCG, consumer durables, and many other industries regularly manufacture goods. These goods have to be transported to the distributors and dealers and lastly to the end consumer. Logistics is the means to transport the goods from ...

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