



ZAHTEVI U POBOLJŠANJU UPRAVLJANJA LANCEM SNABDEVANJA

REQUIREMENTS IN IMPROVING SUPPLY CHAIN MANAGEMENT

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Apstrakt

Fokus savremenih organizacija zasnovanih na konceptu upravljanja lancima snabdevanja, nastao je kao odgovor na stalne poslovne zahteve koji se odnose na unapređenje poslovnih procesa, fleksibilnosti, agilnosti i kolaboracije lanca snabdevanja. Cilj ovog rada je da se izlože konceptualne zahteve za poboljšanje upravljanja lancem snabdevanja i ukaže na neke mogućnosti povećanja kvaliteta i zadovoljstva korisnika. Zahtevi korisnika su promenili dinamiku nastupa u mnogim industrijskim granama. Organizacije koje mogu da povećaju produktivnost, cenu materijala i/ili proizvoda i primene odgovarajuće strategije menadžmenta rizika idu u korak sa ovim trendom kako bi se izdvojile od konkurencije, čineći svoje lance snabdevanja fleksibilnijim. Takve organizacije ubrzavaju ostvarivanje svojih poslovnih ciljeva i stvaranje boljeg iskustva za krajnje korisnike. Poslovna logika ukazuje, da organizacije obično prate dve od tri performanse u isto vreme: uslugu, cenu i/ili kvalitet. Dok cena i kvalitet ostaju na vrhu važnosti za mnoge organizacije, izlaženje u susret zahtevima korisnika (VOC) kada se radi o poručivanju i hitnoj isporuci postaje determinator globalnog takmičenja distributera. Današnji korisnici „imaju neuporedivo veći nivo uticaja na aktivnosti unutar lanca snabdevanja u cilju ispunjenja njihovih zahteva“. Organizacije koje obezbeđuju mnogostruke puteve naručivanja mogu lako da realizuju zahteve fleksibilnih planova distribucije, mogu i preuzimaju, veći udeo na tržištu od manje prilagodljivih organizacija.

Ključne reči: Lanac snabdevanja, zahtevi, upravljanje, integracija

Abstract

The focus of modern organizations is based on the concept of supply chain management. It was created in response to ongoing business requirements related to business process

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improvement, flexibility, agility and collaboration supply chain. The aim of this paper is to expose the conceptual requirements for improving supply chain management and the balance between that lower costs and losses and that greater income, and also to work on quality and customer satisfaction. Customer requirements have changed the dynamics of performance in many industries. Organizations that can increase productivity, the cost of materials and / or products and the application of appropriate risk management strategies are catching up with this trend in order to isolate themselves from the competition, making their supply chains more flexible. Such organizations accelerate the achievement of their business objectives and create a better experience for end customers.

Business logic indicates that organizations are usually followed by two of the three variables at the same time: service, price and/or quality. While price and quality remain the top concern for many organizations, meeting the requirements of the customer (VOC) when it comes to ordering and delivery of emergency becomes the determiner of global competition distributors. Today's customers "have a much higher level of impact on activities within the supply chain in order to meet their requirements." Organizations providing multiple pathways ordering can easily implement flexible plans of distribution requirements. They can also take a greater the market shares of less adaptable companies.

Keywords: supply chain, requirements, management, integration

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