



Merkmale und Instrumente des Supply Chain Controlling (German Edition)

Torben Grotz

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Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Controlling, Hochschule Albstadt-Sigmaringen; Albstadt (FH Albstadt-Sigmaringen), 21 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Verschärfte Wettbewerbsbedingungen und gestiegene Marktanforderungen erhöhen den Druck auf die Unternehmen, ihre Prozesse zu optimieren. Bisher lag der Fokus der Unternehmen hauptsächlich auf der Betrachtung der unternehmensinternen Prozesse. Aufgrund der genannten gestiegenen Anforderungen sind die Unternehmen gezwungen neben den internen Prozessen auch die Prozesse, welche zwischen der Unternehmung und seinen Partner auf vor- bzw. nachgelagerter Stufe stattfinden, zu betrachten und zu optimieren. Ein weiterer Gesichtspunkt ist die stetige Verkürzung der Wertschöpfungskette der Unternehmen. Diese wird in zunehmendem Maße auf die Zulieferer abgewälzt. Aus diesen Gründen wurde ein ganzheitliches Logistik-Management notwendig - das Supply Chain Management. Durch diese Betrachtung ist es erforderlich das bisherige Controllingsystem um die Umfänge, die sich aus der Betrachtung entlang der Wertschöpfungskette ergeben, zu erweitern. Daraus resultiert das Supply Chain Controlling.

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