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Abstract:

Supply chain management is recently receiving much attention. Its importance is growing with complexity of activities necessary to fulfil customer requirements. In supply chain, a number of various stakeholders work together in integrated manufacturing process wherein raw materials are converted into final product and delivered to ultimate customers. It encompasses different activities that agents undertake alone or together with other agents. Despite the amount of discussion about supply chain management, a number of companies struggle to optimize their supply chains. Supply chain management significantly influences the performance of the whole company and therefore it should be studied closely. For that purpose, a case study from Germany was selected. Studied object is a company producing materials for cleaning purposes. This qualitative and practice oriented study has one objective:

“To make recommendations to the management of the company to improve its performance by assessing its supply chain management and discovering bottlenecks of its order cycle.”

To carry out the results, scientific literature and data gathered from different stakeholders will be reviewed. Next, questionnaires, interviews (structured, non structured) and participant observations will be conducted. By doing this it is hoped that a greater insight will be gained into the SC for this type of company. If this is done correctly, this paper will be of value not only for the studied company itself, but as well as any academic or company whom wish to learn more about how to improve communication throughout their company and thus, improve its performance.

Keywords: Supply chain management, order cycle, production, bottlenecks