

1. One could argue that Alcoa is not the first entity in the supply chain because other companies supply it with the tools and materials to get the aluminum out of the ground. Other suppliers for Anheuser-Busch would be the company that provides the hops and grains required to make its beer, and the supplier of brewing equipment. Anheuser-Busch needs to share sales information and forecasts with its suppliers so that they can plan capacity and production levels. All of the companies within the supply chain need to be as transparent with their data as possible so that products can be made and shipped out to the customers with a minimum of waste.
2. While it is true that operations management and supply chain management are integral to manufacturing firms, it is false that operations and supply chain apply only to manufacturers. Service industries also source products and services, and in some cases, need to consider how these will be delivered to the final customer. Amazon, which uses UPS to make deliveries, is a *prime* example.
3. There are many different supply chains that support products like the Apple iPhone, and without these the iPhone would not be nearly as successful. Apple has a company that creates the physical phone itself, suppliers that make the electronic components that go inside the phone, and even partner companies that monitor satellites to give the phone navigation capability. Apple uses the “App Store” to virtually manage the software application on phones, and through this store they can market apps, create the purchase transaction, and simultaneously deliver the good to the consumer.
4. There are numerous examples of where poor supply chain management undercuts a business. For example, a product may be well-designed, but if the company cannot source quality inputs, cannot produce the product to cost or quality targets, and cannot deliver it in a timely manner, the product will fail in the marketplace.