

*The CHANCE method Handbook „Supply Chain Management (SCM)“ is aimed at managers and logistic-planners whether they work on a strategic, tactical or operative level and for executives who are directly responsible for key functions in the supply chain.*

*The method handbook suggests „Supply Chain Management“ as a strategy to be applied by businesses to ensure survival into the next millennium. The objective of this method handbook is to address the strategic significance of the supply chain as a focus for competitive advantage. Therefore, the following subjects will be illustrated:*

- *the strategic dimension of SCM*
- *the opportunities of collaboration within the supply chain*
- *an approach for modelling the supply chain*
- *a method for re-designing and improving the supply chain*

*The CHANCE method handbook is a practical tool which enables it's user to (re-) design, control and improve the supply chain with success. Main topics will emphasise:*

- *The power of metrics for benchmarking, diagnosis and integration*
- *Analysing key variables, control levers, and critical trade-offs*
- *The importance of cross-functional approaches and teams*
- *The role of sales and marketing within the supply chain*
- *Building partnerships with customers and suppliers*
- *The value of upstream factory flexibility*
- *Achieving variety in the marketplace without complexity in the factory*

*Based on CHANCE developments, the method handbook can be adapted for the needs of a particular situation in order to facilitate its use. A specific method and a module with questions and actions corresponds to each situation of the SCM-process.*

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