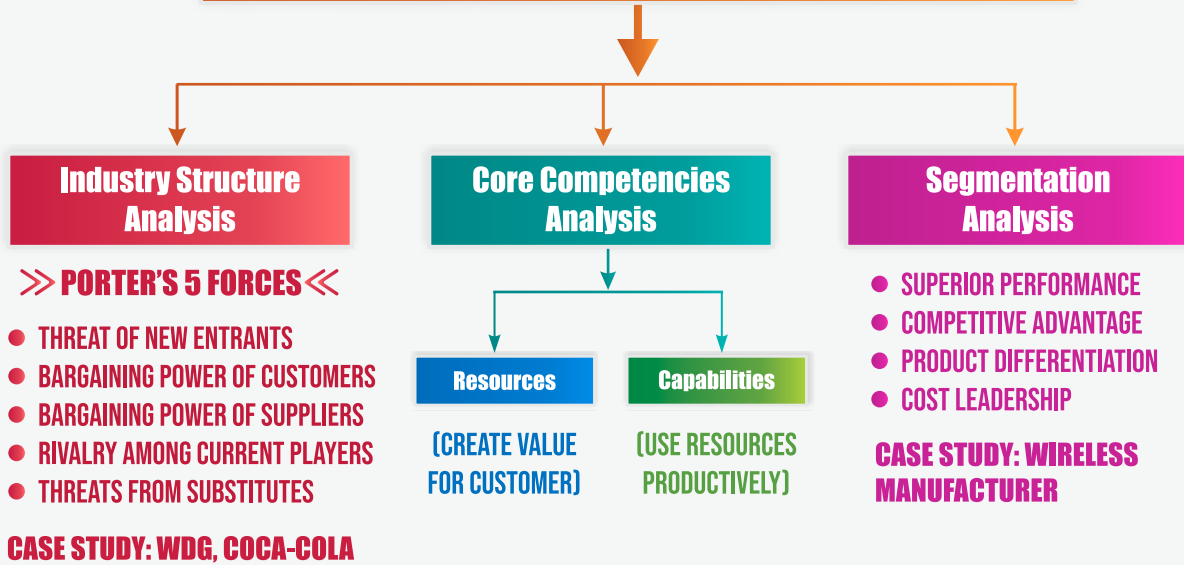
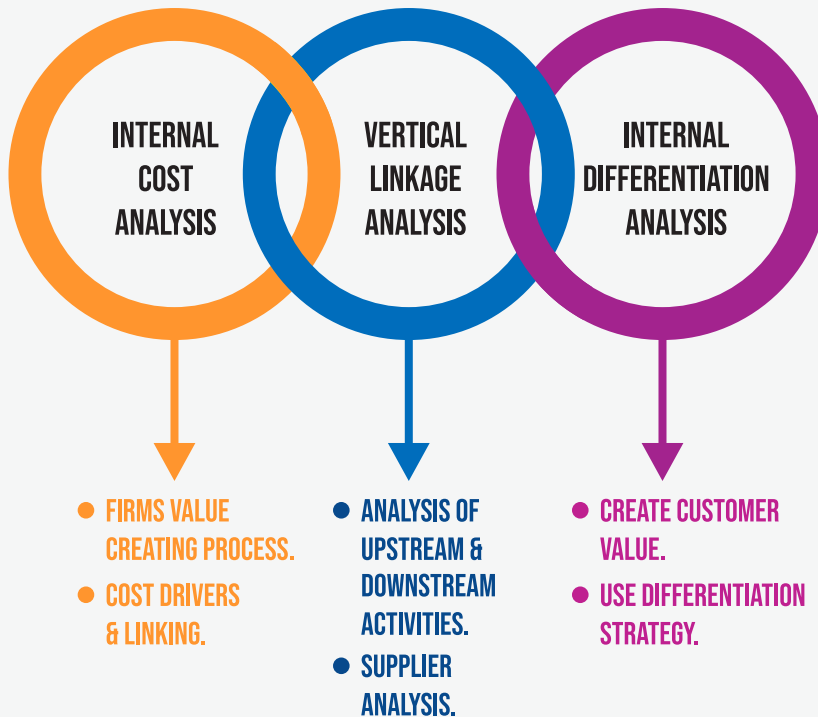


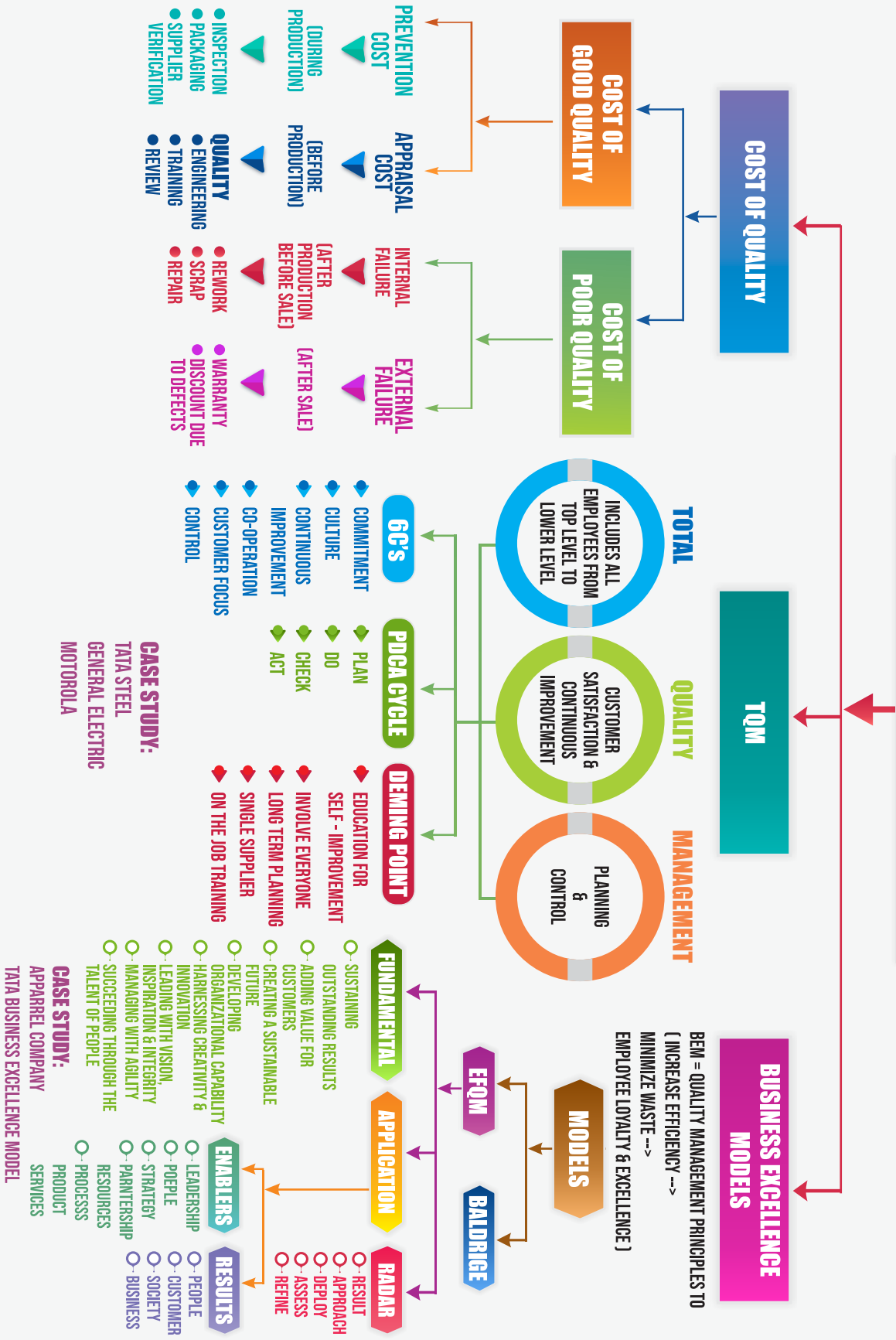
STRATEGIC FRAMEWORK FOR VCA



VCA FOR COMPETITIVE ADVANTAGE

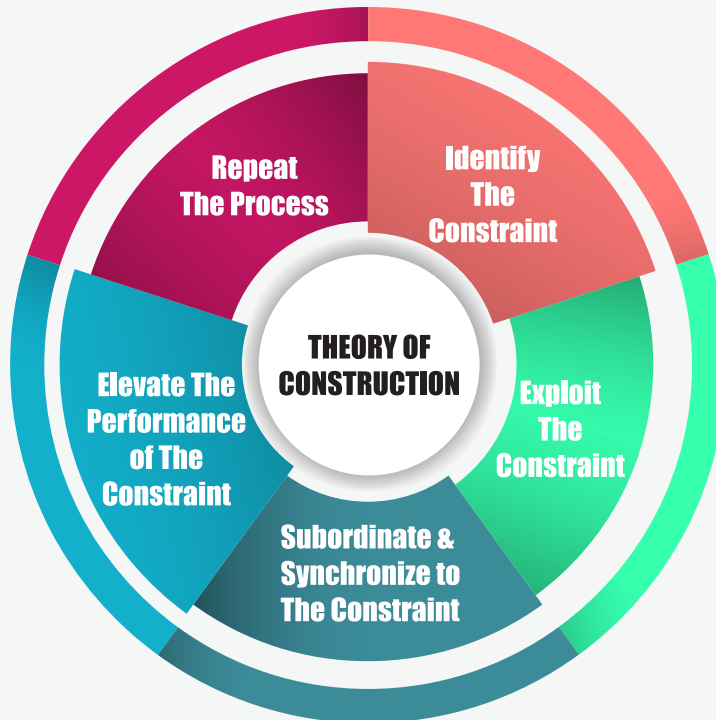


QUALITY MANAGEMENT



THEORY OF CONSTRAINTS (TOC)

5 Step Diagram



SUPPLY CHAIN MANAGEMENT

INTEGRATION OF KEY BUSINESS PROCESS FROM SUPPLIER TO END USER



CASE STUDY : SUN ELECTRONICS

TYPE OF SUPPLY CHAIN

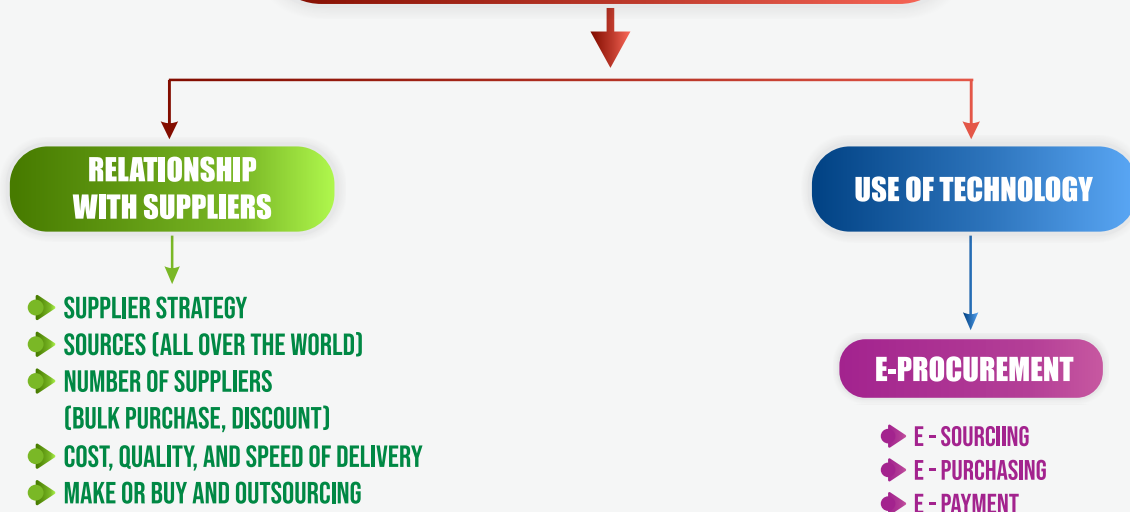
PUSH STRATEGY

PRODUCTION BASED
ON ACTUAL DEMAND

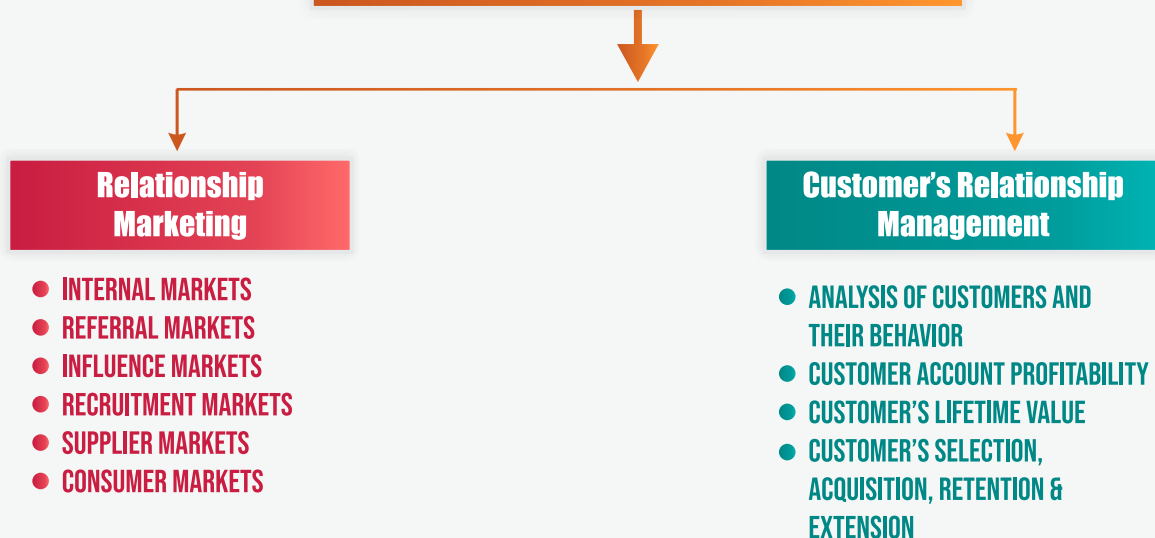
PULL STRATEGY

PRODUCTION BASED
ON ANTICIPATED DEMAND

UPSTREAM SUPPLY CHAIN MANAGEMENT



DOWNSTREAM SUPPLY CHAIN MANAGEMENT



**CASE STUDY: CINEWORLD PRACTICAL QUESTION
APPLE INC**