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European Supply Chain Director Survey 2009

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Abstracts

The 2009 Analytiqa European Supply Chain Director Survey presents a strategic perspective of logistics activity, performance and future trends, based on primary information and opinion gathered directly from senior professionals. Businesses today are defined by their supply chains, a source of competitive advantage if managed effectively. With the global economy redefining the dynamics of industry competition, today's faster

paced markets demand speed, flexibility and innovation. The report assesses the dynamics of the decision making currently employed by manufacturers and retailers across Europe in driving their supply chain strategy. This unique and privileged perspective, based on insight collected and analysed by Analytiqa from an independent and unbiased standpoint, provides you a critical window into the views and concerns of Supply Chain Directors.

How can this report benefit your business?

This report will assist you to better understand a demanding and challenging client base or simply benchmark your own thoughts, opinions or day-to-day operational experiences.

Understand the key drivers for in-house and outsourced logistics decisions

Identify future investment drivers and trends

Analyse the evolving role of both 3PLs and 4PLs

Assess the performance of supply chains within European retailers and manufacturers

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Strategic Planning

Use the report to assess and compare current operations

Key Drivers - Identify major trends and the dynamics shaping the market

Future Focus - Develop future strategic plans based on customer or peer group insight

Expert opinion - Align your strategy with the current thought leadership of SC Directors in leading organisations

Decision Criteria - Better understand what criteria senior management use to asses supply chain performance

Primary Research - Valuable operational insight and opinion unavailable from any other published source

Scope of this report

As a supplier, customer or logistics service provider, this research will enable the informed identification and targeting of key drivers impacting on the decision making and supply chain strategies of major manufacturers and retailers across Europe. Use the report to:

Gain insight into the supply chain decision making process

Understand where budgets are held and who holds influence

Analyse supply chain activity by geographic scale

Identify the dynamics of the tender / outsourcing process

Evaluate the operational performance and strategic contribution of 3PLs

Collect opinion on key issues such as pan-European capability or the 4PL model

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