**Supply Chain Management (Service)**

|  |
| --- |
| **Service Supply Chain** |
| 1. The design, management, and control of the supply chain that provides service support to the various functions within a supply chain. |
| 2. The development, marketing, and delivery of professional service to a target market. |

|  |  |  |
| --- | --- | --- |
| **The Intra-Service Supply Chain***Service as a Support Function* |  | **The Inter-Service Supply Chain***Service as a Product Offering* |
| =Supply Chain Monitoring: Supplier, Production, Distribution, Customer=Business Flow Analysis: Material, Information, Money=Business Intelligence Reporting: Metrics, Scorecard, Maturity Model=Decision Support: Business Analytics (Descriptive, Predictive, Prescriptive)=Supply Chain Service Management: Supplier Governance, Production Efficiency, Logistics Tracking, Warehouse Management, Information Security, Facility Maintenance, Customer Relationship Marketing\*Communication, Coordination. . . |  | =Product-centric ServiceProduct access: Advertising, SpecificationsPurchase support: Warranty, FinancingPost-purchase support: Customer Service, Recalls=Service-centric ServiceMarketing: Product, ProgramSoftware: ERP, CRMCurrent Culture: Efficiency Business Strategy: Current, NewFuture Trends: SWOT. . . |