The book answers a recurring question in the business today:
What is the best supply chain strategy for my business?

Answering this question is difficult, because it is not easy to understand the multiples relationships among the supply chain and the business strategy.

In order to address this shortcoming, the author conducted an analysis of the most widely recognized theories, best practices and case studies about supply chain strategy.
His analysis identified a set of common configurations that reveal key drivers of supply chain strategy and explains how these can be aligned in a coherent strategy. These findings are summarized in a strategy formulation method called the Supply Chain Roadmap®, which provides:

- Understandings of the interrelation among industry’s competitive framework, competitive positioning of the business, and, supply chain processes.
- A compilation of 42 key factors of a supply chain strategy, which are represented on a graphical diagram on a single page, called “The Map”.
- The characterization of the supply chain strategies most widely used in the industry, “the 6 Supply Chain Archetypes”: Efficient, Fast, Continuous-Flow, Agile, Custom-Configured, and Flexible.

About the book
The book provides everything the reader need to know about supply chain strategy and how to ensure the alignment of the supply chain with business strategy.
This is not a conventional supply chain’s book, this is a practical handbook that guides you step by step in the analysis and formulation of supply chain strategy.
Book is very easy to read and graphically superior to most business books -book is a full color and includes more than 75 figures-.

The book is organized in three sections:
- **Section 1: Introduction**, in which are explained concepts about strategy and supply chain, and the three perspectives of the supply chain strategy (Business Framework, Unique Value Proposal, and Supply Chain Processes) under Supply Chain Roadmap method.
- **Section 2: Supply Chain Roadmap Tools**, in which the four tools used for applying the method are explained: The Map, 10-Common-Patterns, 6 Supply Chain Archetypes, and the Feasibility Matrix.
- **Section 3: Applying the method**, in which is explained the “how to” of the method.
Who should read the book?
This book enables understanding of the supply chain management from the perspective of the business strategy, is useful for business leaders, managers, consultants, students (undergraduate or graduate of Industrial Engineering, Business, Supply Chain, and similar), and all those interested in improving the competitiveness of organizations.

About the Author
Hernan David Perez is the creator of Supply Chain Roadmap ® method, he has developed the method as result of his experience in supply chain management in several fields such as professor of postgraduate students, speaker in supply chain strategy, and, his real experience in management positions in the supply chain in multinational companies in several sectors such as automotive, FMCG -fast moving consumer goods-, B2B, and retail.
Born in Medellin-Colombia, Hernan David has a Bachelor degree in Mechanical Engineering of Universidad Pontificia Boliviariana, a Diploma in Production and Services Management of Escuela de Ingenieria de Antioquia, a Master in Operations Management of Universidad de la Sabana, an Executive Program of Inalde Business School, and, a Certification in Supply Chain Management of Massachusetts Institute of Technology –MIT-.

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Supply Chain Roadmap®: aligning supply chain with business strategy

Some excerpts of the book

**Theory behind Supply Chain Roadmap method**

Three Perspectives for Formulating Supply Chain Strategy

![Figure 2.1 Perspectives of Supply Chain Strategy](image)

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Perfect Orders is defined as the percentage of orders delivered on time, complete on quantity, and without errors on the delivery, including cases wrong labeled, defective products, or erroneous invoicing, among others.

Order entry examines how friendly, accurate, and fast the process of order entry from the customer's perspective is. This is a qualitative measure, which could be associated with the level of satisfaction of the customer experience when ordering a product from the company.

![Figure 3.7 Service Attributes](image)
Figure 5.2 shows the map of the efficient Supply Chain Archetype, in which the relevant factors and their characterization are visible.

The Business Framework of the efficient supply chain is characterized by a product renewal rate that is very low (i.e., stable products, which, with minor changes such as packaging and minor benefits, remain on the market for long periods of time) because products are commoditized. This means that

**Inventory Strategy** describes an approach to define the proper placement of the inventory into the supply chain and the relationship between inventory and efficiency.

In order to define the proper selection of the pattern used for this factor it is important to answer these questions:

- Where is located the major part of the inventory?
- What is the degree of processing of the inventory?
- How is the relationship between the inventory level and production efficiency?

There are six typical patterns for inventory strategy:

a) A single batch per SKU, according to forecast of the collection. In this pattern, inventory is fully processed before receiving customer order. Inventory is located at the end of the supply chain as finished product. Products are in continuous renewal, and so they are produced in a unique and single batch, limiting availability in the market to the produced batch units. The product will not be produced again, in order to provide exclusivity and feeling of scarcity, which encourage impulse buying.

b) High level of inventory to optimize production efficiency. Inventory is fully processed before receiving customer order; inventory is located at the end of supply chain as finished product, but contrary to the previous pattern, the products will again be produced in order to maintain permanent availability of the product at the market. Production efficiency is a key driver of the supply chain, and so inventory level could be high in order to increase the batch size and reduce production frequency, and, consequently, optimize productivity.

c) Small and frequent batches to increase inventory turns. Inventory is fully processed before receiving customer order; inventory is located at the end of supply chain as finished product and, similar to the previous pattern, the products will again be produced in order to maintain permanent availability of the product at the market. As inventory turns is a key driver of the supply chain, production batches are small and more frequent, which reduces productivity but increases inventory turns.

d) Low inventory level & inventory pooling. Inventory is in raw materials/components or semi-finished product before receiving customer order. In this approach, an organization pools inventory with suppliers and/or competitors in order to increase availability to promise at any moment.
For this Supply Chain Archetype to be successful, several factors should be in place. First, for companies with high levels of seasonal demand, there must be a pool of suppliers that can provide additional capacity as needed. Although outsourced manufacturing cost could be more expensive than in-house manufacturing, in the long term, it would be less expensive than unused capacity.