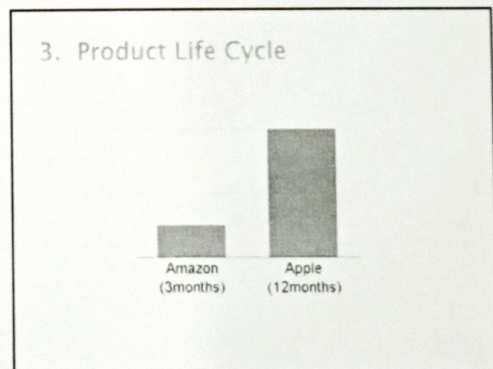
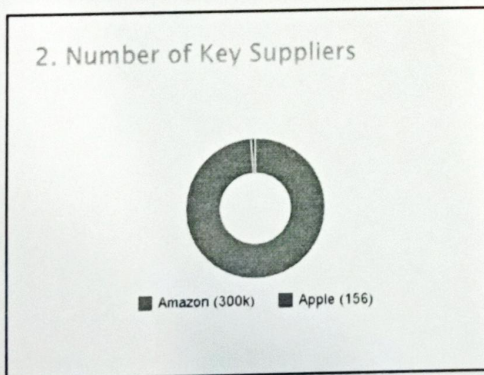
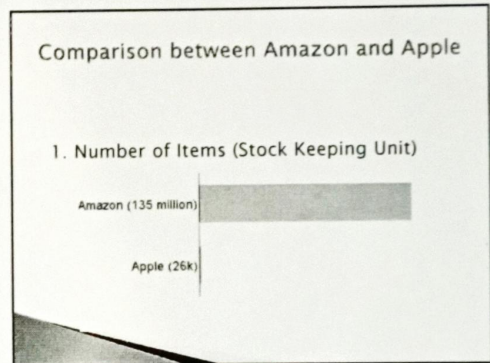
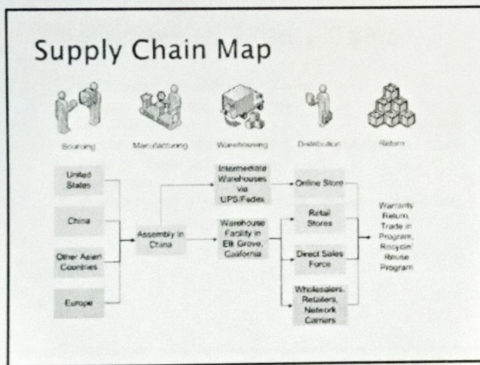
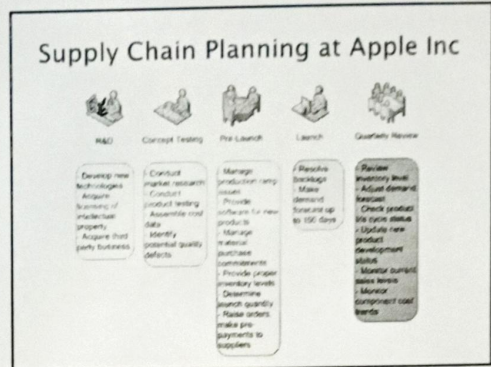
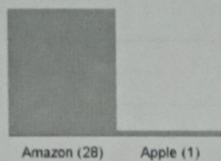


Case Study

Analysis of Apple Supply Chain core processes, challenging issues and complexities of its operations.



4. Number of Warehouse Facilities



Conclusion

- The results from the analysis of Apple's processes, challenging issues and complexities indicates that the success of its supply chain operations depends on how well they manage the supplier relationship.
- This includes early supplier involvement in new product development, close communication and supplier performance improvement/evaluation.
- The reason is that Amazon's distribution environment is mathematically solved through the optimization method.
- Typically, they have determined how many facilities they should have, where serves which market, items/quantity stored in each location, how to manage transportation between warehouse-to-warehouse and warehouse to customers in order to minimize cost and increase service level.

Challenges to Supply Chain

- Global economy could affect the Company.
- Inventories can become obsolete or the demand could exceed demand.
- Some components are currently obtained from the single or limited sources.
- Company depends on logistical services provided by outsourcing partners.