

DIAGNOSIS AND CHARACTERIZATION OF THE SUPPLY CHAIN OF A PERISHABLE PRODUCT BY USING A REFERENCE MODEL: A STUDY CASE

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Abstract

The supply chain encompasses a complex network of relationships and information processes within and outside the organization, dedicated to finding, producing and serving products. In addition, they should be arranged, synchronized and coordinated so that all links are well integrated. This article is the result of a case study which addresses the diagnosis and characterization of the supply chain for a perishable product, where a SCOR model is used as an aid for strategic decision making, with the purpose of to examine the stages of the supply chain of a Colombian coffee producing and exporting company, that includes processes such as planning, raw material collection and production process until reaching the final product, considering the transport logistics in the stages where necessary. The SCOR model focuses on four process phases from a first level to fourth level, in which opportunities for strategic improvement can be identified, through an introduction to best operational practices and a comparative evaluation of performance that helps control operation of the supply chain in detail when it comes to perishable products, in order to achieve operational excellence of the supply chain, generating economic, productive and competitive impacts for the organization.

Keywords

- Supply Chain Management, SCOR Model, Perishable Products, Strategic planning.

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