

The impact of the inter-organizational coordination on the performance of downstream logistics for the automotive company

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Abstract

A company that looks to control the logistics performance of its downstream part must be aware of the need for coordination with its customers.

Lack of coordination between supplier and customer (inter-organizational coordination) can be a source of serious failure.

The purpose of our article is to show the importance and the impact of this inter-organizational coordination for the control of the performance of the company in the Moroccan automotive sector.

The paper contains 4 parts, the first presents the problem and the industrial context, the second presents a model of construction of a multi-stakeholder logistics coordination taking into account the constraints related to Moroccan industry. The third describes how this proposed coordination works, the fourth shows the impact of the coordination on the logistics performance of the company.

Keywords

Performance, downstream logistics, coordination, impact, Moroccan automotive sector.

Biographies

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