

# **An Improved Malaysian Automotive Industry Resin Supply Chain Framework**

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## **Abstract**

In the current business environment, supply chain management plays an important role in business activities, manufacturing industries, and the service industries in order to increase their effectiveness, efficiency, customer service, and profit. Supply chain management is considered an important and focused management tool for optimizing organisation's efficiency and accomplishing their goals. Therefore, it is crucial for industries to focus on the key factors of supply chain as mentioned above.

The purpose of this paper is to compare the existing resin supply chain model between local and foreign car maker in Malaysian automotive industry. The methodology involved comparison of model adoption both between local and foreign practitioners. Each model is briefly reviewed to provide the background information required for the comparison. Based on the insights gained the comparative comments are grouped and commonalities and variances are obtained. Conclusions highlight the inadequacies and the importance of current localisation practices at local and international level. These are important in derivation of factors for development of an improved automotive localisation framework.

## **Keywords**

supply chain, automotive, localisation, resin.