# SUMMARY

# SUPPLY CHAIN DESIGN:
# CAPACITY, FLEXIBILITY AND WHOLESALE PRICE STRATEGIES

Created by Brian T. Tomlin

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| **Subject** | : | SUPPLY CHAIN DESIGN:<br>CAPACITY, FLEXIBILITY AND WHOLESALE PRICE STRATEGIES |
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## Description :

Increasing recognition is being placed, both in industry and in academia, on effective supply chain management. The term supply chain management presupposes that there exists a supply chain to be managed. With a focus on supply chains in which demand uncertainty is the key challenge, this dissertation develops strategies and models to aid in the design of certain supply chain features, namely capacity, flexibility and wholesale price schedules.
Firstly, this dissertation studies capacity investments in single-product supply chains in which the participants make investments to maximize their individual expected profits. Using a stylized game theoretic model of a supply chain comprising a supplier and a manufacturer, simple non-linear wholesale price schedules, whether they be quantity premium or quantity discount schedules, are shown to outperform simple linear schedules in terms of the total supply chain profit achieved. While the model is stylized, it provides insight into how actual wholesale price schedules can be structured to induce near optimal supply chain capacity investments

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