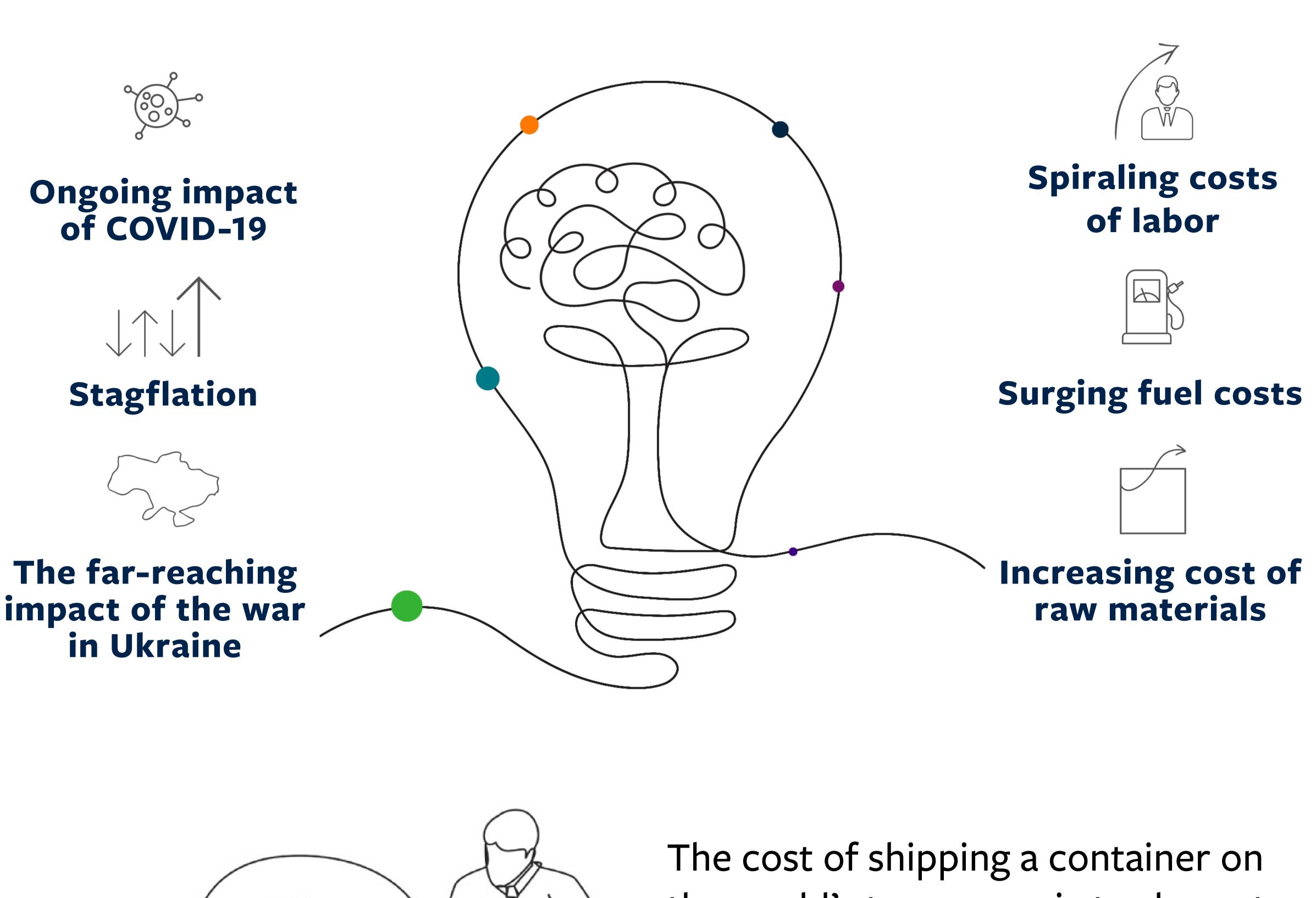
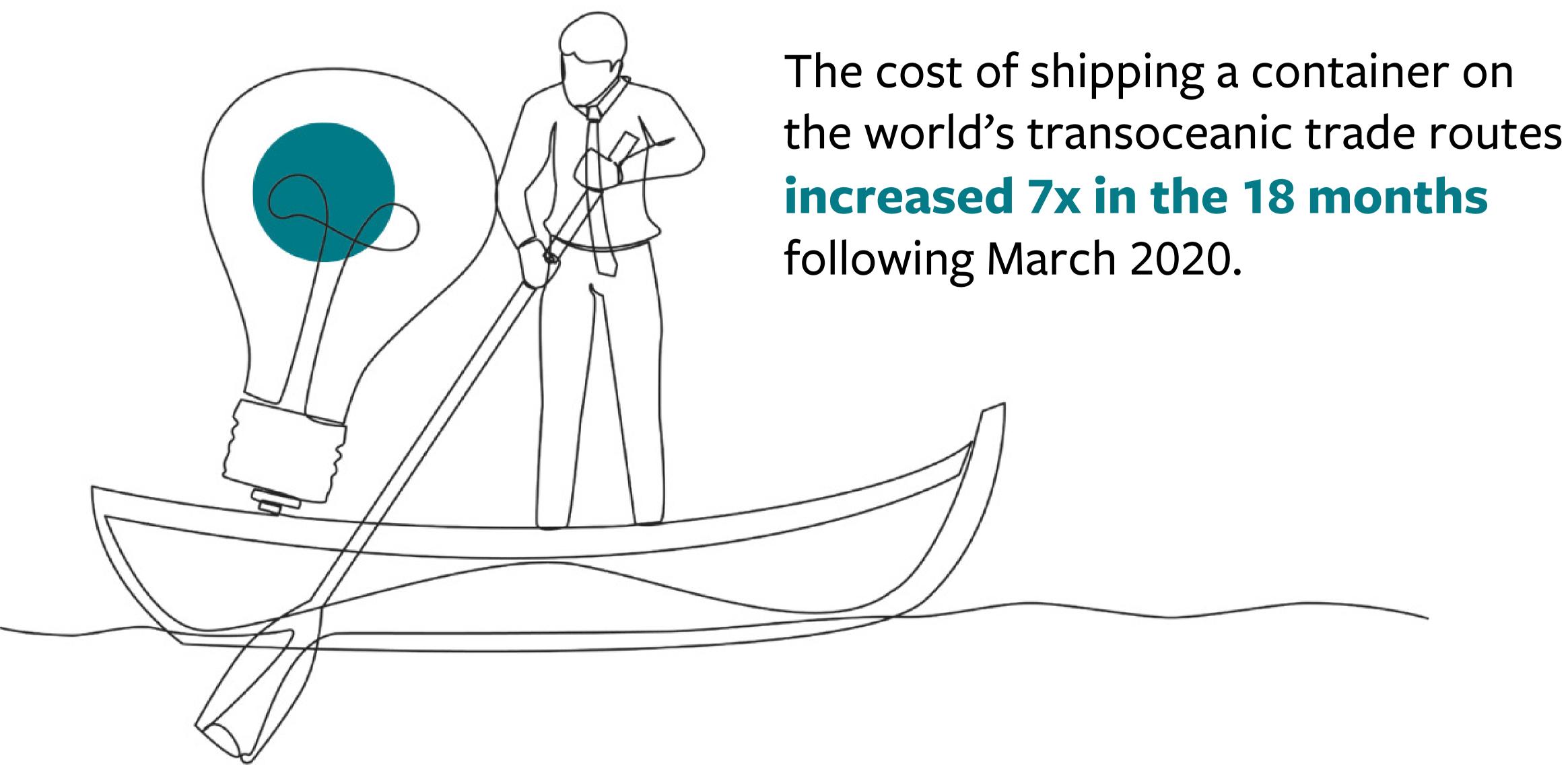
Rethink Your Supply Chain Relationships

New economic realities require new supply chain thinking.





Think 'demand chain,' not 'supply chain'

Overordering + Bulk Buying + **Limited Stock Availability =**

The Problem for the

Supply Chain

Mistrust and Resentment Between Trading Partners

PROS

- A team

CONS

- In it together

- Commodities

- Transactional

- A marketing channel

best partners

DO treat partners like you're...

Times = Decreased Loyalty

For Customers

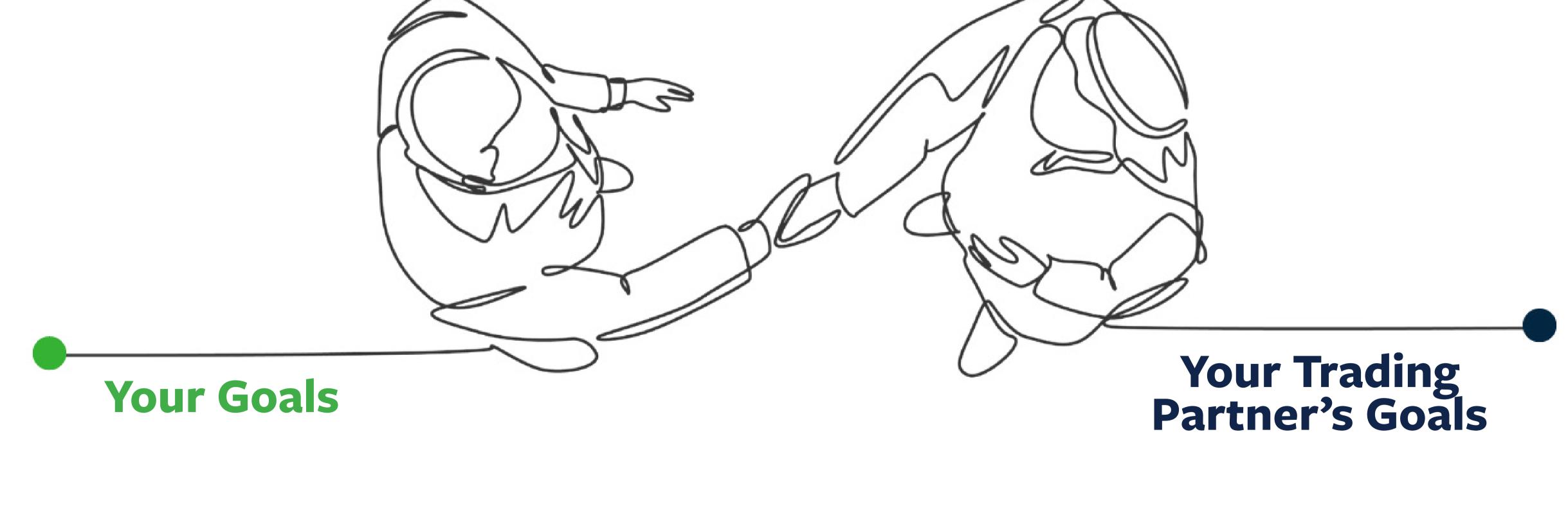
Higher Prices + Longer Lead

Sharing Data (Demand + Availability + Pricing) = The Ability

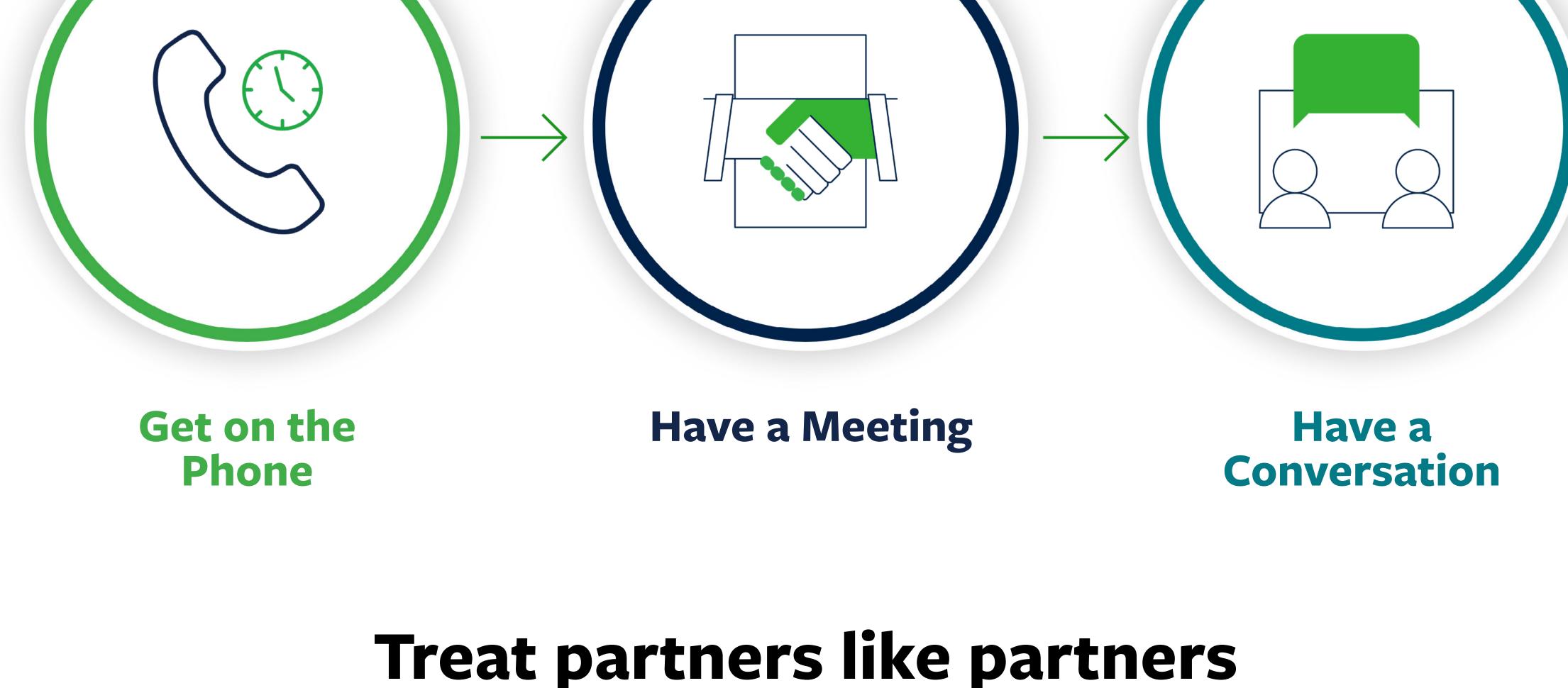
The Solution

to Deliver to Customers

Be open about your business plans and goals



Take time to uncover mutual goals:



- Working toward mutal goals

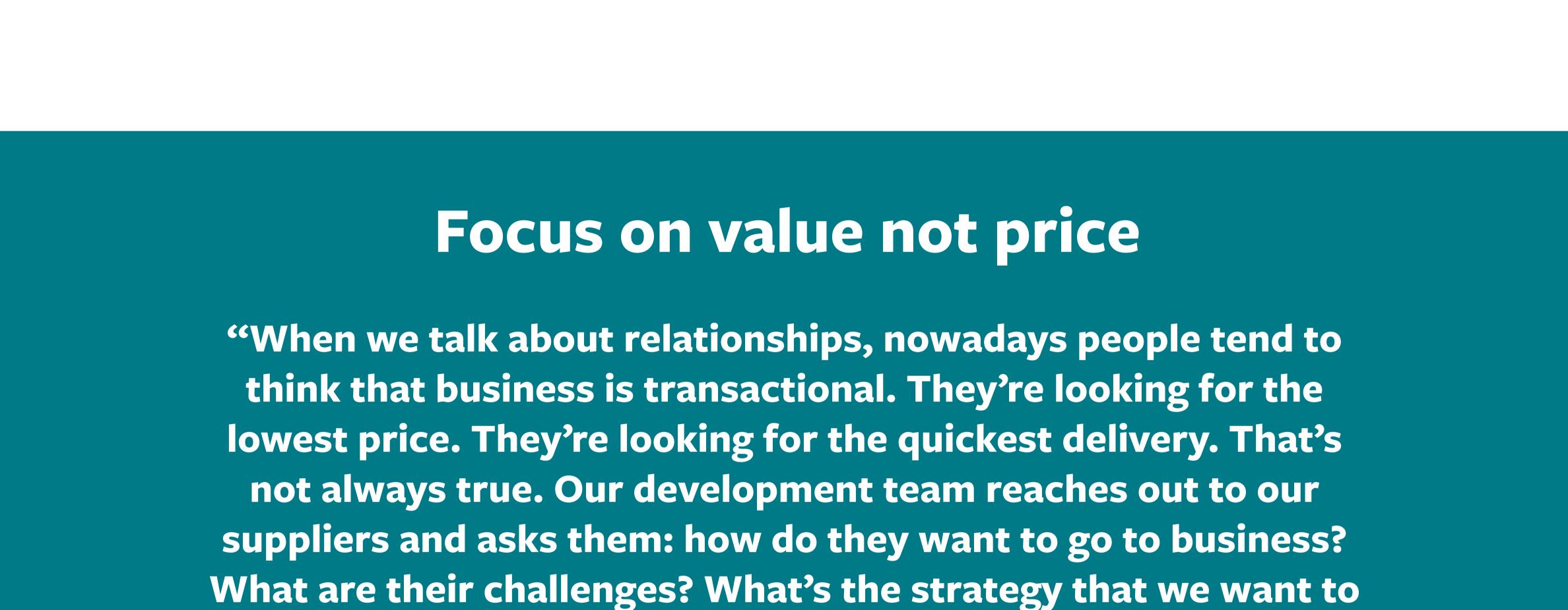


Identify your Build Discover interesting **Uncover shared**

values

commercial synergies relationships

Review and rebuild your partnerships



help them follow?"

"A fool is someone who knows the price of

everything and the value of nothing."

- Oscar Wilde

- Kerry Atlas, VP Finance, Operations and IT, **Netplus Alliance**

Use rebates to build trust and loyalty,

and you will...



