

Good Supply Chain Management A Factor for Business Performance

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Abstract : It is evident that there exists a relationship between supply chain management and business performance. Surveys have showed that in many cases the manager's beliefs and expectations on supply chain management do not match the reality of the business. In this context, the study of supply chain issues is of particular importance and interest considering specifically the current period. The economic problems of this period, are present in Albania as well. The complexity of the supply chain focuses on order fulfilment. Therefore, in this paper, attention will be paid to the impact of supply chain management on business performance. The objective of the paper is to find a relationship between the good supply chain management and business performance. This research is based on the results of surveys referring to the experience of successful businesses on issues related to sustainable supply chain management and its synchronization with the provision of products and services required by the final customers. This study clearly evidenced the impact of the speed of meeting customer requirements on AMAZONA performance. This was also confirmed mathematically through one of the decision criteria in conditions of uncertainty—Laplace criterion.

Keywords : supply chain management, AMAZONA, business performance, Laplace criteria

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