

REACHING OUT



Good
MONTHLY DIGITAL NEWSLETTER EXCLUSIVELY FOR MEA PATRONS

Supply chain, logistics network, or supply network

A supply chain, logistics network, or supply network is a coordinated system of organizations, people, activities, information and resources involved in moving a product or service in physical or virtual manner from supplier to customer. Its management deals with the process of planning, implementing, and controlling its operations with the purpose of satisfying customer requirements as efficiently as possible.

Supply chain management spans all movement and storage of raw materials, work-in-process inventory, and finished goods from point-of-origin to point-of-consumption. It integrates supply and demand management within and across companies.

If a supply chain management system is properly implemented, strategic and competitive areas can be used to their full advantage. Fulfillment is enabled through efficient communication, ensuring that orders are placed with the appropriate amount of time available to be filled. The supply chain management system also allows a company to constantly see what is on stock and making sure that the right quantities are ordered to replace stock.

Logistics is enhanced, keeping the cost of transporting materials as low as possible consistent with safe and reliable delivery. Production can run smoothly as a result of fulfillment and logistics being implemented correctly without delays due to ordering and transportation. The company's flexibility to respond to unforeseen changes in demand and supply is improved.

Because of this, a company has the ability to produce goods at lower prices and distribute them to consumers quicker than companies without supply chain management thus increasing the overall profit. And most especially, cooperation among supply chain partners and consumers is established ensuring mutual success.

Supply chain management must address the problems regarding distribution network configuration — number and location of suppliers, production facilities, distribution centers, warehouses and customers; distribution strategy — centralized versus decentralized, direct shipment, cross docking, pull or push strategies, third party logistics; information — integration of systems and processes through the supply chain to share valuable information, including demand signals, forecasts, inventory and transportation; and inventory management — quantity and location of inventory including raw materials, work-in-process and finished goods.

Supply chain management is a cross-functional approach to managing the movement of raw materials into an organization and the movement of finished goods out of the organization toward the end-consumer. Its success relies on the corporations' focus on core competencies and being flexible. In some circumstances, operations should be outsourced to other corporations that can perform the activities better or more cost effectively.

In effect, the number of companies involved in satisfying consumer demand would increase, while reducing management control of daily logistics operations. Less control and more supply chain partners would lead to the creation of supply chain management concepts. The purpose of supply chain management is to improve trust and collaboration among supply chain partners, thus improving inventory visibility and improving inventory velocity.

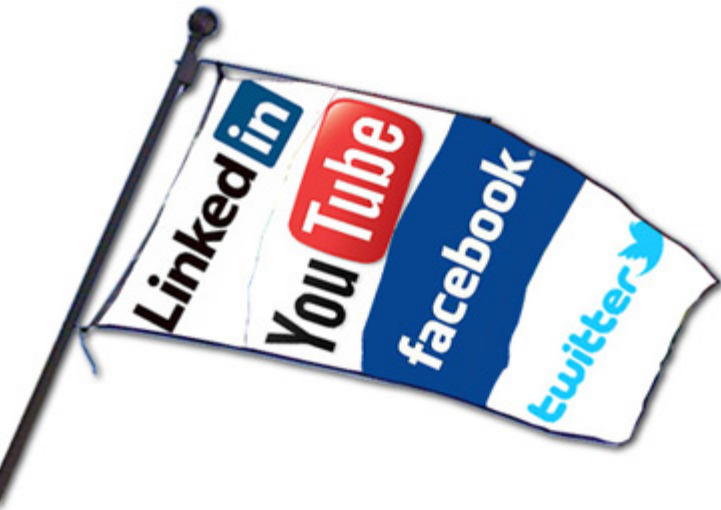
Are you tweeting? How many Facebook friend and fans do you have (yes there is a BIG difference between fans and friends)? Do my LinkedIn contacts know where I am and what I am doing?

First of all, what IS Social Media? Loosely defined, it is a way of anybody being able to communicate and build online communities easily and at no (or little) cost. It takes the form of large communities such as Facebook, user-built knowledge resources such as Wikipedia, multimedia collections such as YouTube, or blogs, which are self-published publications such as ..well...World Trade Daily!

The big question, however, for the international B2B (business-to-business) community is, "Why should I bother? I have enough to do keeping my business going. I really don't care to see pictures of my clients' dogs on vacation." The main reasons for using Social Media in your business are to effectively and inexpensively get out the message about your company and enhance communication with your clients.

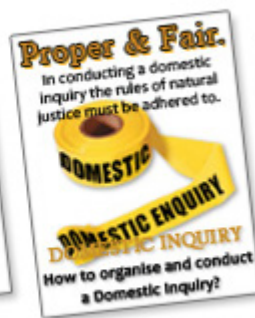
facebook Most of the 750 million Facebook users use it to upload pictures of their pets, friends, parties and latest vacations. But there is a growing business community taking form on Facebook. It is in its infancy, but it is better to get onboard now! To get started as a business on Facebook look at instructions. The best content to send on Facebook is news about trade shows you attend, new products from you or companies you represent, customer service and news about your industry niche. If your message includes a link to your website, you should create a separate Facebook landing page on your server so that you can identify the traffic as coming from Facebook.

twitter Twitter is an effective medium for communicating short messages. The content you "tweet" can be similar to the content you send on Facebook, but shortened to not more than 140 characters, and with links to a shortened URL that you can get at services such as <http://bit.ly>. One important feature of Twitter: "retweeting" is a very effective viral tool. If somebody you are following posts a Tweet that you find particularly interesting or relevant to your business activities, make sure you retweet



Everybody is talking about **SOCIAL MEDIA** these days

Workshops
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it to your followers. That way the person who originally posted it knows you appreciate their messages and increases the chance that they will retweet your messages to their followers.

LinkedIn Unlike Facebook and Twitter, LinkedIn is a B2B social network. That is, everything you post on it should be related to your business and your career. When you set up a profile on LinkedIn make sure you tell a good story about your business and yourself. Millions of people and companies depend on LinkedIn when doing due diligence for business partners and employees. And if you are a business owner or executive, set up a profile for your business. Make sure an email address on your profile is from your company's domain name. Then set up a detailed description of your company and start building "connections." You can post news about your company and more detailed resources about your business. Also LinkedIn has a very important feature called "Answers." Here you can post specific technical questions about your business area and you will get helpful and substantive responses from other professionals on LinkedIn. The great thing about Answers is that it both informs and gives you the opportunity to establish you and your business as "thought leaders."

Other social media sites:

- **Quora** is similar to LinkedIn answers. There is an ongoing discussion about international trade subjects. This is another opportunity to be informed and establish your online reputation.
- **YouTube, Vimeo, Flickr** and several other similar sites are great places to post videos and photos of your expertise, products or services. Make sure you have some compelling messages!
- **GlobalTrade.net** is a social media site especially for international trade. Here you can set up a profile for your company and add content, such as articles, videos or PowerPoint presentations that you may have.

Call Handling >>>

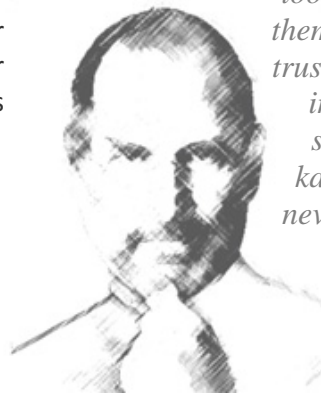
The No.1 method of conducting business transactions is still the telephone

- Over 80% of business transactions come in by telephone.
- Missed Calls are not an option that any business can afford.
- Badly handled incoming calls affect your reputation immediately.

Make sure that your very best people answer your most important calls all the time. We can make any of your numbers ring any phone or any group of phones, in any order, wherever they are and at any time.

"Again, you can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something - your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life."

- Steve Jobs



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