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How to Create a Supply Chain for Superheroes: Creating a Lean, Agile and Resilient Supply
Chain for the Importation of Comic Books

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Abstract

There is substantial scope for SME's (Small and Medium Sized Enterprises) in new supply chains to apply supply chain management principles to increase their supply chains starting efficiency. Successful application of theory gives the SME systematic tools and knowledge which can be applied to their supply chain to identify and analyse issues and then following on to mitigate or eliminate them. In addition, by focusing on the core principles of supply chain management the SME can achieve efficiencies and responsiveness to their customer's needs. This however, is contingent upon the summarizing of theory to useful applicable techniques and then providing training dedicated to the special needs of the SME in international supply chain.

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Table of Contents

| | Page |
|--|------|
| Title Page | i |
| Abstract | ii |
| Acknowledgements | iii |
| Table of Contents | iv |
| Chapter 1: Introduction | |
| 1.1 Introduction | 1 |
| 1.2 The Comic Book Industry in Australia | 1 |
| 1.3 The Nature of SME's in Supply Chains | 2 |
| 1.4 Why SME's should use Supply Chain Management in Particular | 4 |
| 1.5 Barriers to SME's | 5 |
| 1.6 Aim of the Research | 7 |
| 1.7 The Objectives of the Research | 7 |
| 1.8 The format of Thesis | 7 |
| Chapter 2 Literature Review | |
| 2.1 Introduction | 8 |
| 2.2 Supply Chain Management Explained | 8 |
| 2.3 Basic tools from Supply Chain Management | 11 |
| 2.4 Responsive Supply Chains | 12 |
| 2.5 The Importance of the Glue that is Information | 13 |
| 2.6 The Need to Define the Product | 14 |
| 2.7 Introduction to Sourcing | 16 |
| 2.8 Supplier Selection | 16 |
| 2.9 Costs in the Supply Chain | 18 |
| 2.10 The Benefits of Partnerships | 19 |
| 2.11 Single or Multiple Suppliers | 21 |
| 2.12 The Social Skills Needed in Partnerships | 21 |
| 2.13 The Development of Partnership Relationships | 23 |
| 2.14 Monopoly Suppliers | 24 |
| 2.15 Introduction to Inventory | 26 |
| 2.16 The Inventory Rules | 27 |
| 2.17 How is Inventory to be Stored or Handled? | 29 |

| | |
|--|----|
| 2.18 Consideration of the Issues for Transport and Customs | 30 |
| 2.19 The Lean Methodology | 31 |
| 2.20 The Importance of Time | 33 |
| 2.21 The Theory of Constraints (TOC) | 35 |
| 2.22 What is Value in the Supply Chain? | 37 |
| 2.23 The Architecture of a Value Chain | 38 |
| 2.24 Value Stream Mapping | 39 |
| 2.25 Why and How to Get Close to Customers | 39 |
| 2.26 Why Measure | 41 |
| 2.27 The Balanced Score Card (BSC) | 41 |
| 2.27.1 The Customer Perspective | 42 |
| 2.27.2 The Financial Measurements | 43 |
| 2.27.3 The Internal Perspective | 44 |
| 2.27.4 The Innovation and Learning Perspective | 45 |
| 2.27.5 Implementation of the Balanced Score Card (BSC) | 45 |
| 2.28 The Risks of International Trade | 47 |
| 2.29 The Need for Supply Chain Risk Management | 50 |
| 2.30 Risk Triggers | 51 |
| 2.31 Risk Mitigation | 51 |
| 2.32 After a Supply Chain Disruption | 53 |
| | |
| Chapter 3 Methodology | |
| 3.1 Introduction | 54 |
| 3.2 Qualitative and quantitative research | 54 |
| 3.3 Five Type of Qualitative Research design | 54 |
| 3.4 The Case Study Explored | 56 |
| 3.5 How to collect Information? | 56 |
| 3.6 Determining what kind of Interviews should be undertaken | 57 |
| 3.7 How to Interview | 57 |
| 3.8 Research Methodology Justification | 59 |
| 3.9 Ethical Considerations | 60 |
| 3.10 Research Value and Target Audiences | 61 |
| 3.11 Limitations of the Research | 62 |
| | |
| Chapter 4 Analysis | |
| 4.1 Introduction | 63 |

| | |
|---|-----|
| 4.2 Interview Notes | 63 |
| 4.3 Interview Summary with the decision-makers | 64 |
| 4.4 Chronological Links Identified in coding analysis | 68 |
| 4.5 Causative and Explanatory Links Identified in coding analysis | 70 |
| | |
| Chapter 5 Conclusions | |
| 5.1 Introduction | 74 |
| 5.2 Conclusions | 74 |
| 5.3 Ideas for Future Research | 75 |
| | |
| Glossary | 77 |
| | |
| References | 78 |
| | |
| Appendix A: Application of Theory to the SME's Supply Chain | 86 |
| | |
| Appendix B: Value Chain Mapping Application | 105 |
| | |
| Appendix C: Cash flow Diagram | 107 |
| | |
| Appendix D: The Proposed Information Flow | 108 |
| | |
| Appendix E: Customer Time in the Service Delivery Process | 109 |
| | |
| Appendix F: Sample Risk Identification for the SME's Supply Chain | 110 |
| | |
| Appendix G: Suppler Selection Table | 113 |