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# Implementation of Lean, Agile or Leagile in Consumer Electronic Retail Companies:

A comparative study between China and New Zealand

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# ABSTRACT

Since 1960s, a large number of researchers have focused on how organisations have made large investment to streamline their supply chain to improve customer satisfaction and increase their internal productivity, all with the aim of achieving a competitive advantage against competitors on the market. Much research has been conducted on lean management techniques, aiming to reduce the costs of supply chains by minimizing their length and agile management aiming to increasing the robustness and flexibility of supply chains. An emerging field of research combines the two principles indicating that an organisations success lies in the combination of both. This is the case in the consumer electronics industry. The consumer electronics industry generates an array of products and services increasingly used in nearly every human endeavour, now deeply entwined in our social fabric, electronic products and systems now support critical aspects of communication, education, finance, recreation, and government. In the past few years, China in particular have become increasingly important in the consumer electronics as well as other industries. As an importer to New Zealand, a market for consumer electronic goods has been rapidly amplified over the years introducing a market for more relevant companies to be established and the market competition to become more competitive. This research focused on the implementation of lean, agile and leagile strategies in four consumer electronic retail companies from China and New Zealand. It is aim of this research to better understand the inner supply chain management strategies and practices of these four companies, and analyse how these strategies improve their supply chain performance. Finally, the research will find out what New Zealand's companies should learn from China's successful companies by comparing these strategies and identifying the environments these four companies operate in. This research will aim to uncover characteristics associated with the success of Chinese consumer electronics companies, specific to lean, agile and leagile strategies and see whether New Zealand has the infrastructure to gain the same competitive advantage using these strategies.

**Keywords:** supply chain management, lean, agile, leagile, consumer electronic retail industry

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