

Supply systems management:

5. Process management in the supply systems

Metodický koncept k efektivní podpoře klíčových odborných kompetencí s využitím cizího jazyka ATCZ62 - CLIL jako výuková strategie na vysoké škole

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Corporate philosophy and strategy

During any business activities, it is necessary to formulate their purpose and objectives. We also need to take into consideration relevant circumstances and influences, both positive and negative, which will affect the intended activities. It is important to take into account both external and internal factors. It is appropriate to apply the **STEP** and **SWOT** analyzes.

STEP analysis consists in assessing the impact of only external factors (global environment factors) on the enterprise position in following segments:

- S-social factors
- T-technical (technical and technological) factors
- E-economic factors
- P-political-legal factors

SWOT analysis is a tool especially used within value management and corporate strategy creation to identify enterprise strengths and weaknesses taking into account opportunities and threats.

Enterprise strengths:

- Individual approach
- Favorable prices
- New innovative products and services
- Enterprise location
- Experience in the field
- New technologies

Enterprise weaknesses:

- Bad marketing strategy
- Enterprise size and location
- Low awareness among potential clients
- Poor quality of products and services

Enterprise opportunities:

- Opening the EU market
- Possibility to extend for additional services
- Increasing need for tax advice
- Low competition
- Possibility to expand outside the region
- Inflow of foreign investment

Enterprise threats:

- Unexpected entry of the competition
- Change in regulations (directives)
- Government policy oppressing small entrepreneur

Logistics objectives:

In relation to the concept and approach to logistics, we have come to the conclusion that if a company wants to gain a market position allowing selling its products at market prices, then these products must be of interest to customers by their parameters, quality, design, service and price; comparable or even better than competing products and customers - offered to customers at the desired location, in the required quantity, at the required time, in the specified quality and at prices corresponding to the market situation.

Relevant objectives in the field of logistics, ranging from large to small companies and individual craftsmen can be specified:

- to provide the necessary **performance** in the field of supply, transport, handling, storage,
- to ensure the required **quality** of these performances (supplier capacity, flexibility, meeting terms, consignments quality, ...) and
- to optimize **costs** (personal, transport, handling, storage, ...).

while respecting the requirements of the environment throughout the entire process chains.

Transformation management methods

- In this respect, the management methods like the Total Quality Management (TQM), Lean Production and Business Reengineering has been discussed over the last few years, basing itself on the pillars of business management orientation towards business processes, customers and co-workers. All these methods are characterized by extensive comprehensive enterprise monitoring.