A Study of Information Integrated to the Effect on Supply Chain Performance

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ABSTRACT

In the supply chain environment with keen competition, the elasticity and speed have already become important key factors that enterprises have survived, the challenge faced by it includes a small amount of guest's making the demand for melting and running high gradually, the lead-time of the demand service and products life cycle is shortened constantly. So enterprises must use the technology of information integrated now, for example internet network, electronic data interchange and point of sales, etc. Make enterprises visit the relevant operation procedure from head to foot and supply chain system to melt and combine synchronization. Make the operation of the supply chain that shortens lead-time, response to the changes of the market demand and reducing the cost thorough fare and transporting can be more efficient, in order to increase its competition advantage But, information integrated is the core of supply chain management, however one of the most difficult to break through points is that information is shared among them. Because the lack of mutual trust every member's information is unable to share each other completely. Pursuing the individual largest profit that makes benefit of supply chain give a great discount. The research proposes the model of the performance evaluating of supply chain information integrated. Applying the idea and practice of the information integrated, known inventory management, and cost model. Developing the best model of a set of inventory tactics and reducing the total cost which is suitable for enterprises. The performance index includes reaching the handing in rate (fill rate) viiand the total cost. To simulate enterprises are under facing the same uncertain market demand situation. Come to show the influence that information integrated to the total cost of supply chain in quantization way. And to prove when enterprises faces different demand situation, which inventory tactics and arrange and make up is the most suitable for enterprises that reach the goal of the cost to minimize and the interests maximize. Expect to be able to make use of this research to accelerate information to share with supply the chain partner as enterprises. Set up the promotion device of information with systematic transparence, In order to promote every performance index of supply chain. And offer suggestion and application in the practice of supply chain to enterprises.

Keywords : Supply Chain, Information Integrated, Fill Rate, Inventory Management System.

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