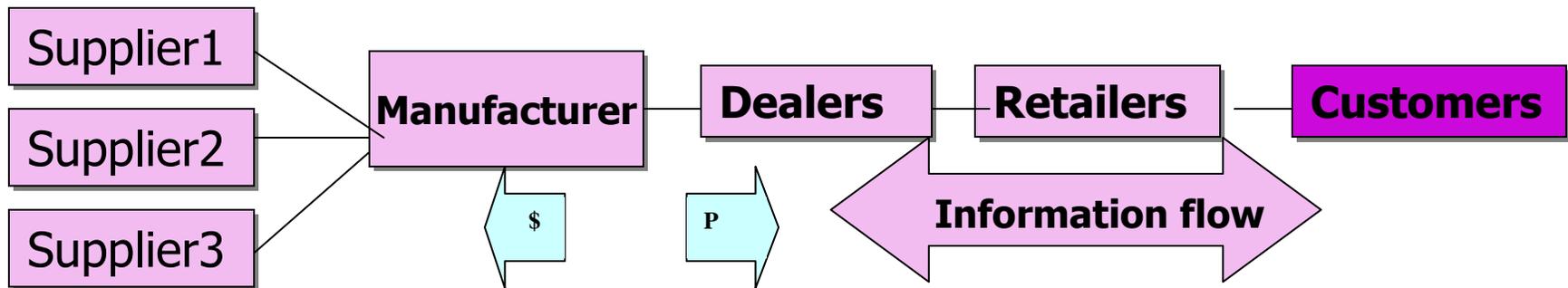


6.2. Supply chain model

Supply Chain Model



- Virtual Value Chain
- Information flow across the supply chain
- All parties have a strong electronic bond and backend systems
- Some companies do/don't own any part of the value chain
- They have access to information about all from supplier/manufacturer to the customer