



Supply Chain Strategy Analysis for Aldi: Supply Chain Management im Einzelhandel: eine strategische Analyse des Discounters ALDI

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Research paper from the year 2011 in the subject Business economics - Trade and Distribution, grade: 1,7, Robert Gordon University Aberdeen (Aberdeen Business School), course: Supply Chain Management, language: English, abstract: Für kaum einen Wirtschaftszweig ist ein erfolgreiches Management der Lieferkette so wichtig wie den Lebensmitteleinzelhandel. An ständige Verfügbarkeit gewöhnte Kunden bei gleichzeitig überwiegend schnellverderblichen Waren und konkurrenzbedingt geringe Margen erfordern eine gut abgestimmte, friktionslose und agile Supply Chain. Die Arbeit entwickelt ein konzeptionelles Modell einer solchen Lieferkette für das Unternehmen Aldi Süd mit Fokus auf schnell verderbliche Lebensmittel. Auf dieser Grundlage wird die Supply Chain-Strategie des als besonders effizient geltenden Discounters untersucht; insbesondere erfolgt eine kritische Analyse möglicher Defizite der Aldi-Lieferkette gegenüber „Best Practices“ aus dem Supply Chain Management - auf strategischer Ebene, wie z.B. dem Lieferantenmanagement ebenso wie bei Transportlogistik, Verpackung oder In-Store-Logistik. Daraus wird dann eine Soll-Lieferkette skizziert sowie Handlungsempfehlungen zur Umsetzung gegeben.

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