Supply Chain Transparency in the Apparel and Food Industry

By Marcus Fuchs

GRIN Verlag Gmbh Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 211x151x3 mm. Neuware - Bachelor Thesis from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Mannheim, language: English, abstract: Modern consumers are concerned about more than quality and price of the products they purchase. They demand concrete and credible information about the entire procurement process. Unsubstantiated company statements on the sustainability and safety of sourcing processes have proven to be insufficient to meet those demands (Hofstede, 2003). More and more companies increase the transparency of their supply chain (SC). However, in order to reach customers and to fulfill their needs, companies have to effectively communicate supply chain transparency (SCT) to the end consumer (New, 2010). This thesis focuses on transparency in the apparel and food industry because especially here consumers claim insights into the global supply networks (Meise, 2011, p. 138). It analyzes tools to enable SCT and provides an overview of practical methods that are available to the apparel and food industry for communicating transparency to consumers. Moreover, the paper evaluates these methods based on their effectiveness at meeting consumer demand and illustrates how different approaches...

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