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Supply chain management is a frequently encountered phrase these days, as managers strive to improve factory performance. The trouble is that all too often the real meaning is lost. Instead, a casual observer might interpret the activities at the factory as evidence of an intensive effort to improve supplier management.

[Effective Supply Chain Management](#)

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Introduction The previous node discussed optimizing the supply chain for a particular product. However, product designs and product sales are not consistent over time. In 2006, the first wireless game controller that measured your hand movement rather than button pressing was introduced. The manufacturing unit built up inventories prior to launch, but the demand exceeded the supply.