

Sustainable supply chain

traditional issues involved

lowering costs, just in time delivery, shrinking transportation times to allow quick reaction

Modern strategic Management of the supply chain

new way to measure the profitability through logistics management

- relationships involved (stakeholders)
- working with NGO's and other entities such multilaterals
- eco-friendly policies
- social responsibility
- long-run oriented when it comes to involve capital intensive investments- patience capitalism

credibility