

# SUPPLY CHAIN MANAGEMENT

## SUPPLY CHAIN COORDINATION

### LEARNING ACTIVITY

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# LEARNING ACTIVITY

1. Based on your understanding, define process integration with suitable example.
2. Bullwhip effect seems to be ignored by some companies. Explain the bullwhip effect towards a company with many suppliers and customers.
3. Identify **THREE (3)** effects of lack of coordination on performance.
4. Explain **TWO (2)** obstacles to coordination in a supply chain.

