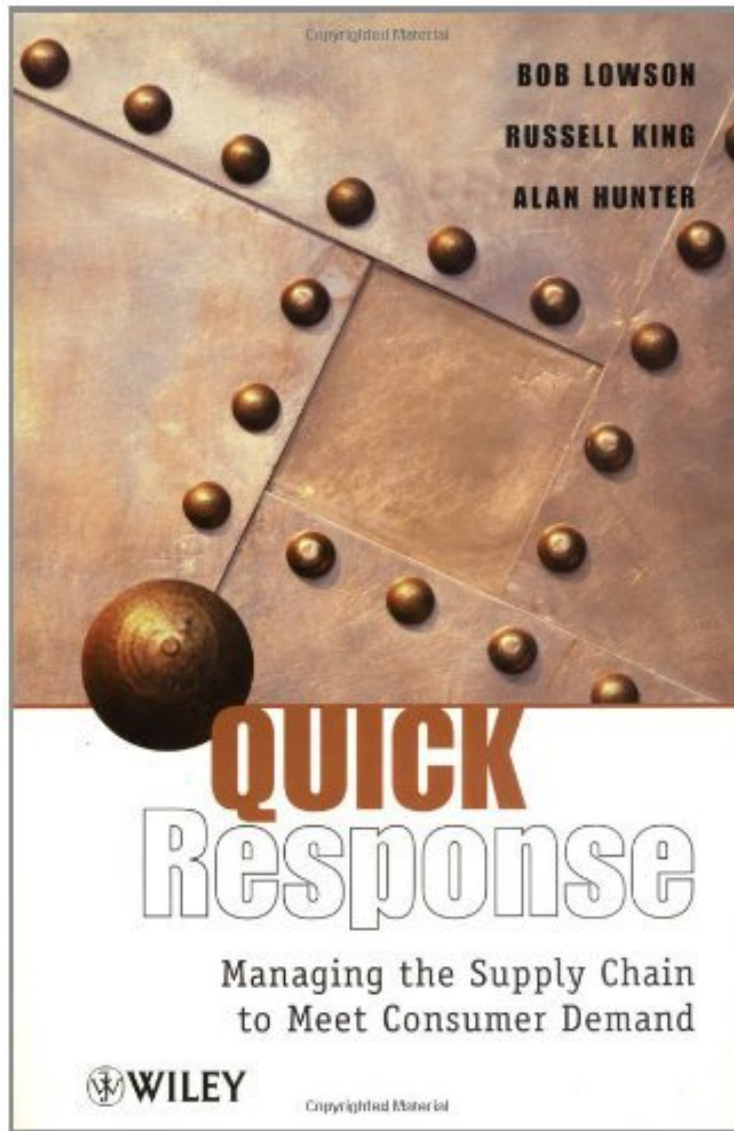


# Quick Response: Managing the Supply Chain to Meet Consumer Demand

*Bob Lawson, Russell King, Alan Hunter*  
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**Bob Lawson, Russell King, Alan Hunter : Quick Response: Managing the Supply Chain to Meet Consumer Demand** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Quick Response: Managing the Supply Chain to Meet Consumer Demand:

10 of 12 people found the following review helpful. Quick Response - Managing the Supply Chain to Meet Consumer By James L Lovejoy As indicated by the title, this book is about supply chain management in the consumer product goods and retail industry sectors. There are several chapters on the evolution of Quick Response in the 1980's

to Supply Chain Management in the 1990's. The outstanding feature of the book is that the authors have included real case studies and based their findings on a decade of solid research into sourcing, forecasting and replenishment. There are many quantitative findings published from their research with retailers and manufacturers using simulation tools and quantitative analysis.

The gap between demand for consumer goods and their efficient supply is greater now than at any other time, and is widening as consumers' wants become less predictable, and suppliers struggle to meet them. Quick Response (QR) is both a management paradigm and a methodology that allows supply systems to react quickly to changes while improving their performance. QR aims to help organize a business in the face of problems associated with the vast array of goods and services now to be found in consumer markets. It is particularly relevant to the Fast Moving Consumer Goods (FMCG) and Fashion industries. QR works by compressing the time between product or service design concept and appearance on the retail shelf. It then takes advantage of such recent technologies as Point of Sale (PoS) tracking and Electronic Data Interchange (EDI) to constantly up-date estimates of true consumer demand, and then places intelligent re-orders for goods with flexible manufacturers and their suppliers. One of the features of this book is the demonstration that the range of industries able to benefit from the application of QR methodologies is extremely wide. However, this apparent universality comes with a strong 'health warning'. By placing QR in a broad framework of management thinking, the book allows comparison with other paradigms and their off-shoots - partnerships and alliances, measurement and benchmarking, Information Systems Technology strategies, Total Quality Management, and change management. Belief systems such as World Class Manufacturing, Lean Production, Agile Manufacturing, Virtual Organization, Time-Based Competition, Supply Chain Management (SCM) and chaos theory, are also reviewed and contrasted. The book then quantifies the performance benefits that accrue from the application of QR using examples from the US and European industries as well as computer simulation. Lessons are also drawn from a wide variety of SMEs (Small and Medium sized Enterprises) who are using QR as a strategic tool, as well as those who have not yet adopted it. For the latter, there are recommendations for implementing QR. The future management and research directions required for full exploitation of QR are also explored in a separate section. The most important aspect of this book is that it concentrates on the practical, hands-on management of a supply pipeline as opposed to the generalized theories of Supply Chain Management.

From the Inside Flap This book will provide informed reading for: \* Senior managers of public and private sector organizations, particularly those in an FMCG environment, including specialists in strategic management, manufacturing and operations, marketing, project management and supply chain management and logistics. \* Managers and proprietors of Small and Medium sized Enterprises (SMEs), particularly those charged with supplying retailers in the FMCG sector. \* Academics and students of business and organizational theory including MBA and graduate courses in strategic management, operations, Operations Research, Industrial Engineering and logistics. \* Business and systems analysts. \* General management and logistics consultants.

From the Back Cover The gap between demand for consumer goods and their efficient supply is greater now than at any other time, and is widening as consumers' wants become less predictable, and suppliers struggle to meet them. Quick Response (QR) is both a management paradigm and a methodology that allows supply systems to react quickly to changes while improving their performance. QR aims to help organize a business in the face of problems associated with the vast array of goods and services now to be found in consumer markets. It is particularly relevant to the Fast Moving Consumer Goods (FMCG) and Fashion industries. QR works by compressing the time between product or service design concept and appearance on the retail shelf. It then takes advantage of such recent technologies as Point of Sale (PoS) tracking and Electronic Data Interchange (EDI) to constantly up-date estimates of true consumer demand, and then places intelligent re-orders for goods with flexible manufacturers and their suppliers. One of the features of this book is the demonstration that the range of industries able to benefit from the application of QR methodologies is extremely wide. However, this apparent universality comes with a strong 'health warning'. By placing QR in a broad framework of management thinking, the book allows comparison with other paradigms and their off-shoots - partnerships and alliances, measurement and benchmarking, Information Systems Technology strategies, Total Quality Management, and change management. Belief systems such as World Class Manufacturing, Lean Production, Agile Manufacturing, Virtual Organization, Time-Based Competition, Supply Chain Management (SCM) and chaos theory, are also reviewed and contrasted. The book then quantifies the performance benefits that accrue from the application of QR using examples from the US and European industries as well as computer simulation. Lessons are also drawn from a wide variety of SMEs (Small and Medium sized Enterprises) who are using QR as a strategic tool, as well as those who have not yet adopted it. For the latter, there are recommendations for implementing QR. The future management and research directions required for full exploitation of QR are also explored in a separate section. The most important aspect of this book is that it concentrates on the practical, hands-on management of a supply pipeline as opposed to the generalized theories of Supply Chain Management.

About the Author About the authors: Bob Lowson is Research Director of the Quick Response Research Program based at Cardiff Business School, Cardiff University. This is a

European initiative aimed at improving the flexibility, responsiveness and diversity of manufacturers and retailers in a number of Fast Moving Consumer Goods (FMCG) industries. Prior to this appointment, he spent several years in various industry sectors, involved with QR, Supply Chain Management and logistical improvement projects. Russell King is Professor of Industrial Engineering at North Carolina State University (NCSU). He is Director of the NCSU Logistics Institute. He has worked in industry in the areas of Quick Response systems analysis and on the problems of maintenance scheduling. He has also consulted extensively on QR-related matters and is the author of several papers and articles on QR. Alan Hunter has spent much of his career as a senior manager in industry in the US. He was one of the developers of QR in the early 1980s, has taught at North Carolina State University (NCSU) and helped establish the research program underlying this book. He is currently a Visiting Professor with the College of Textiles, NCSU, and a consultant to the QR program at the university.