

Contents

1	Introduction	1
	Knut Alicke, Margarita Protopappa-Sieke, and Ulrich W. Thonemann	
2	Supply Chain Segmentation Scientific Frameworks	5
	Knut Alicke and Maren Forsting	
3	McKinsey Supply Chain Segmentation Framework	15
	Knut Alicke and Maren Forsting	
4	Philips Segmentation Case Study	27
	Sanchay Roy, Knut Alicke, and Maren Forsting	
5	The Supply Chain Segmentation Journey of Volvo CE	37
	William Gu, Albert Thome, Knut Alicke, Ines Haller, and Margarita Protopappa-Sieke	
6	Gardena's Segmentation in a Volatile and Seasonal Market	47
	Valentin Dahlhaus, Sascha Menges, Knut Alicke, and Christoph Lennartz	
7	Supply Chain Segmentation at Siemens Healthineers	55
	Simon Höller, Peter Schneller, and Ulrich W. Thonemann	
8	Steps to Success	65
	Knut Alicke and Ines Haller	
	Appendix A: Description of Segments (McKinsey)	71
	Appendix B: Supply Chain Strategy per Segment (McKinsey)	73

Supply Chain Segmentation

Best-in-Class Cases, Practical Insights and Foundations

Protopappa-Sieke, M.; Thonemann, U.W. (Eds.)

2017, VII, 74 p. 20 illus. in color., Hardcover

ISBN: 978-3-319-54132-7