

Look at the pictures. What might the customers be complaining about?



1 _____



2 _____



3 _____

Match the supply chain complaints to the examples.

- | | | |
|---|--|---|
| <ol style="list-style-type: none"> 1. Long lead times 2. Lack of visibility into the supply chain 3. Inefficient processes 4. High inventory levels 5. Poor forecasting 6. Stock-outs 7. Quality issues 8. Late deliveries 9. Returns 10. Damage 11. Short shelf life 12. Old inventory 13. Transportation issues 14. Capacity constraints 15. Poor supplier performance | | <ol style="list-style-type: none"> A. Products that expire after a short amount of time, which can lead to losses. B. It can take weeks or even months to receive an order. C. Delays or problems with shipping and delivery, which can lead to lost or damaged products. D. Time and money may be wasted due to inefficient or outdated processes. E. You don't have an accurate picture of future demand, leading to stock-outs or excess inventory F. You may work companies who are always late and don't meet quality standards. G. Low quality products, leading to customer returns or damages. H. Products are not received on time, leading to lost sales or customer dissatisfaction. I. Having to deal with customer returns, which is costly and time-consuming. J. Running out of goods and products, resulting in lost sales. K. Receiving broken or destroyed products, which can lead to customer returns or losses. L. Not have enough space or resources to meet demand, leading to lost sales or customer dissatisfaction. M. You may not know where your product is or when it will arrive. N. Too much stock, which ties up cash and space. O. You many have too much stock of products that are no longer in demand. |
|---|--|---|

Choose the 3 complaints you think are the most common. Explain why.

1. _____
2. _____
3. _____

