

wbs

WARWICK BUSINESS SCHOOL
THE UNIVERSITY OF WARWICK

**For the
Open
Minded**

Week 4: SCM

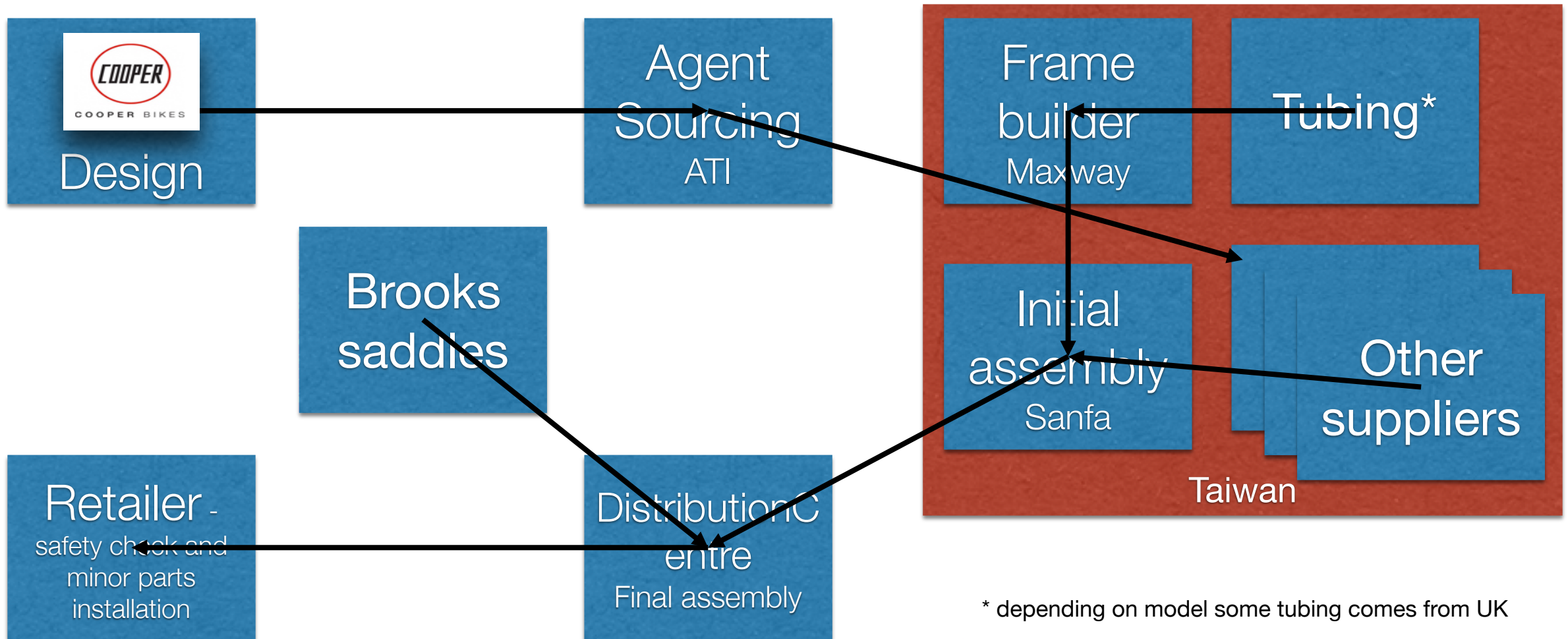
British Bicycles Case Study

British Bicycles

1. Which supply chain is likely to be more Agile?
2. Which supply chain is likely to be more Aligned?
3. Which supply chain is likely to be more Adaptable?
4. Which supply chain is likely to be more Responsive?
5. Which supply chain is likely to be more Reliable?
6. Which supply chain is likely to be more Resilient?
7. Which supply chain is likely to be more Relationship dependent?



Cooper Bikes Supply Chain



Pashley Bikes Supply Chain

