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# *Elizabeth Arden: Executing Global Supply Chain Re-engineering*

# *Introduction*

The case focuses on the firm, Elizabeth Arden beauty and cosmetics firm that experienced many challenges in its global supply chain management. While the company was growing at a fast pace it found that the supply chain activities were a major problem in relation to customers and profitability.

# Supply Chain Challenges

Realizing its supply chain, Elizabeth Arden experienced several problems that challenged market responsiveness.

Some of the major operational problems included inventory', long lead times and high cost involved in transportation and warehousing.

# *elaborate concept*

In order to overcome these challenges, Elizabeth Arden has developed a global supply chain re-engineering plan. As part of the optimum solution, the suggestions were made on increasing the effective demand forecasts and efficient usage of flow visualization technological tools as well as introduction of the successful 3PL partnerships.

# Conclusion

The overall strategic supply chain management that was done in Elizabeth Arden was firmly crucial and game changer by re-engineering the global supply chain. While the primary measure of the benefits of better inventory management and lead time was increased customer satisfaction and the corresponding reduced cost of operations.

# Resource

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