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ECCO-GLOBAL VALUE CHAIN MANAGEMENT



Introduction

Global Value Chain Management of ECCO is the strategic management of this case where ECCO as a global footwear brand company is examined regarding to how it deals or how it creates sustainable competitive advantage of managing the global value chain systematically and effectively. The case also brings out the major issue of how to manage the value chain with the cardinal focal points, which include quality, cost, and customer satisfaction in a global environment.



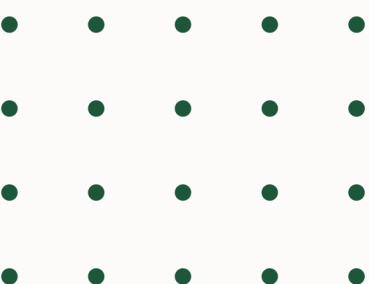
Background

ECCO selling high-quality leather footwear for men, women, and children own the vertical value chain starting from designing, manufacturing, conveying, and selling. This structures on how the company is coordinating its value chain helps in achieving an excellent value and quality of products in its operations all across the world. Unpacking the value chain activity, this case seeks to explore the efficiency and effectiveness of ECCO value chain management focusing on production and supply processes and issues relating to the firm's operations.



Challenges and Solutions

However, in relation to supply chain management, ECCO is confronted with some weaknesses that are; oscillation in the cost of material, interruption of supply chain and pressure to innovate. The case solution also describes different methods that ECCO uses to overcome these challenges, including expanding the range of suppliers, promoting the application of new technologies in production, paying more attention to supply chain management.



CONCLUSION

ECCO's approach to GVC management is quite enlightening and portrays how companies can obtain competitive advantage through control and integration of operations. Through timely tackling of the challenges and embracing of technology, the ECCO company has been able to manufacture quality products while at the same time keeping its operations effective. This case solution is one of the most insightful in examining the issues related to GVC, as well as the actions needed for overcoming the difficulties.

RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit thecasesolutions.com for detailed analysis and more case studies.