

Antagonistic Relationships between Customers and Suppliers Including Win Lose Negotiations

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Introduction

For supply chain integration, information sharing is an essential tool or enabler. The efficiency of information sharing in supply chain businesses has been the subject of numerous studies. The community of researchers should pay more attention to one important aspect of operational performance in supply chain management: product quality. As a result, it's important to think about how manufacturers, suppliers, and customers can work together to improve product quality and allow them to collaborate. Therefore, there is still room for research into the impact of a seamless supply chain on product quality. An integrated conceptual framework for examining the interaction of internal and external integration on product quality is provided by this study, which follows an overview of supply chain integration and product quality. The study's objective was to determine how manufacturing sector conformance quality and design quality are affected by internal integration, customer integration, and supplier integration. In addition, it aimed to present six hypotheses and propose an integrated conceptual framework for supply chain integration and product quality. The tools that can be used to integrate businesses and product quality are shown to be applicable in the proposed conceptual model.

Discussion

An integrated supply chain is a group of customers and suppliers who work together to get the most out of their contributions to the creation, distribution, and support of a product. Even though the individual businesses in the chain are only connected by trust, shared objectives, and voluntary contracts, it might be helpful to think of the participants as divisions of a large, vertically integrated company. In contrast to captive suppliers, which are parts of a larger organization that typically serve the parent corporation first, independent suppliers frequently deal with competing demands from numerous customers. Every supply chain is interconnected. By focusing and coordinating each participant's relevant resources on the supply chain's requirements, increasing integration aims to improve the chain's overall performance. The integration process requires the disciplined application of managerial skills, procedures, and technologies in order to connect the main operations and capabilities of the chain and take advantage of the available commercial opportunities. Common objectives include increasing profits and lowering risks for all players.

Customary unmanaged (or negligibly made due) supply chains are described by the accompanying elements: (1) antagonistic relationships, including win-lose negotiations, between suppliers and customers; 2) little consideration for risk-sharing; 3) a short-term focus with little consideration for mutual success in the long run; 4) The primary focus is on cost and delivery, with little thought given to value; 5) restricted interchanges; (6) The

OEM and its suppliers have little interaction other than with the OEM's own operations. Partnerships characterized by extensive and open interactions and the recognition that all parties should benefit from the relationship over time are hallmarks of integrated supply chains. Integration of the supply chain is a continuous process that can only be improved if OEMs, customers, and suppliers work together to strengthen their connections and inform each other of important events occurring at all levels of the chain. First-tier suppliers have the potential to play a significant role in fostering integration by directing and assisting lower tier suppliers. The example of multi-tier integration is Wal-complete Mart's integration of P&G's Pampers product line into its supply chain. In turn, P&G and 3M worked together to combine the Pampers facility and the production of adhesive strips. To represent a well-integrated system with independent members, imagine a flock of redwing black birds flying over a marsh. Without any visible cue, the flock of birds simultaneously climbs, dives, or turns. That is a framework that

is coordinated! As a result, members of the supply chain must respond coherently to changes in the business environment if the supply chain is to remain competitive. Supply chains are being forced to become more integrated as a result of the following global trends and forces: greater cost-competitiveness. OEMs want to cut costs even more by improving the efficiency and cooperation of their supply chains because internal operations are now much more efficient. shortened product lifespans: For instance, Ford's Model-T enjoyed a prolonged period of competitiveness. The trend toward shorter product life cycles is still present, as a personal computer's (PC) average lifespan is less than a year. Accelerated product development cycles: For businesses to remain competitive, the time it takes to produce new goods must be reduced. A new product's early launch is frequently rewarded with a significant share of the market and sufficient sales volume to significantly reduce costs. Globalization and customization of item contributions: There is a growing desire among customers all over the world to purchase more products that meet their requirements. The most recent catchphrase in marketing is "mass customization." greater general qualities Rising customer income and increased competition to meet their expectations have increased demand for improved overall quality. The increasing demands made on original equipment manufacturers (OEMs) for improvements in product design, manufacturing, cost, distribution, and service are also putting a strain on their supply chains. The ability of all stakeholders' information and communication systems to seamlessly communicate information throughout the planning, execution, and completion of all transport and logistical operations throughout a product's lifetime is referred to as supply chain integration.

The conceptual framework that we developed demonstrates the connection between the dimensions of product quality and supply chain integration in the manufacturing sector. We stated in the supply chain management literature review research model that both supplier and customer integration are affected by internal integration. On the other hand, conformance quality is influenced by design quality, and product quality is influenced by every aspect of supply chain integration. According to the theoretical framework and findings of our literature review, firms' competitive capabilities improve as a result of internal and external integration's effects on design quality and conformance quality. We think that the companies' ability to produce better products may improve if they pay more attention to supplier and customer integration. There are a few limitations to our study's scope and methodology. First, we only focused on the effects of a seamless supply chain on product quality; however, there are a number of important competitive capabilities that boost company performance. Our model is just developed for assembling area not the business area. The

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Received: 01 August, 2022, Manuscript No. iem-23-85370; Editor assigned: 03 August, 2022, Pre QC No. P-85370; Reviewed: 16 August, 2022, QC No. Q-85370; Revised: 22 August, 2022, Manuscript No. R-85370; Published: 29 August, 2022, DOI: 10.37421/2169-0316.2022.11.165

other limit is that we centered about two elements of item quality, while there are different aspects as well. More construct-to-construct relationships and various business types should be included in future research [1-5].

Conclusion

Therefore, there is still room for research into the impact of a seamless supply chain on product quality. An integrated conceptual framework for examining the interaction of internal and external integration on product quality is provided by this study, which follows an overview of supply chain integration and product quality. The study's objective was to determine how manufacturing sector conformance quality and design quality are affected by internal integration, customer integration, and supplier integration. In addition, it aimed to present six hypotheses and propose an integrated conceptual framework for supply chain integration and product quality. The tools that can be used to integrate businesses and product quality are shown to be applicable in the proposed conceptual model.

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How to cite this article: Bing, Geller. "Antagonistic Relationships between Customers and Suppliers Including Win Lose Negotiations." *J Ind Eng Manag* 11 (2022): 165.