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Operations and Supply Chain Management: An International ...

Push Supply Chain; Under push supply chain, the logistics are driven by long-term projections of customer demand. For example, at the end of the summer season, clothing brands start to manufacture more warm clothes. This type of planning becomes valuable to companies as it helps plan them for events in the future and be prepared when winter comes. This gives the companies meet their needs in time and also gives them time to figure out other logistics like where to store the inventory.

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