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for

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Wool

Supply Chain Management

Produced for the CRC for Premium Quality Wool undergraduate program by;
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Principles

- **supply chain management**
 - value chain management
- **focus on customer needs**
- **mutual benefit for all partners**
 - trust, common vision
- **whole supply chain covered**
 - virtual vertical integration
- **invest in relationships**
 - co-operative partnerships
- **elimination of non value-added steps**



Benefits

- focus on customer needs
- competitive advantage
 - sustainability
 - flexibility
 - platform for growth
- maximum benefits captured

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Examples

- **Tasmanian Quality Wool Pty. Ltd.**
 - Objectives
 - cut operating costs
 - market premium for Tasmanian wool
 - Results
 - 8 stages of ownership to 2
 - lead time halved
 - 20% premium
 - forward orders achieved
- **Homestead Grazing Co. Ltd.**
- **Woolaby & Elders**
- **Fibre Direct & Customers**
 - covered in other modules



Bibliography

- Department of Industry Science and Resources (1999), Textile Clothing Footwear and Leather Industries Action Agendas discussion paper, Commonwealth of Australia

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