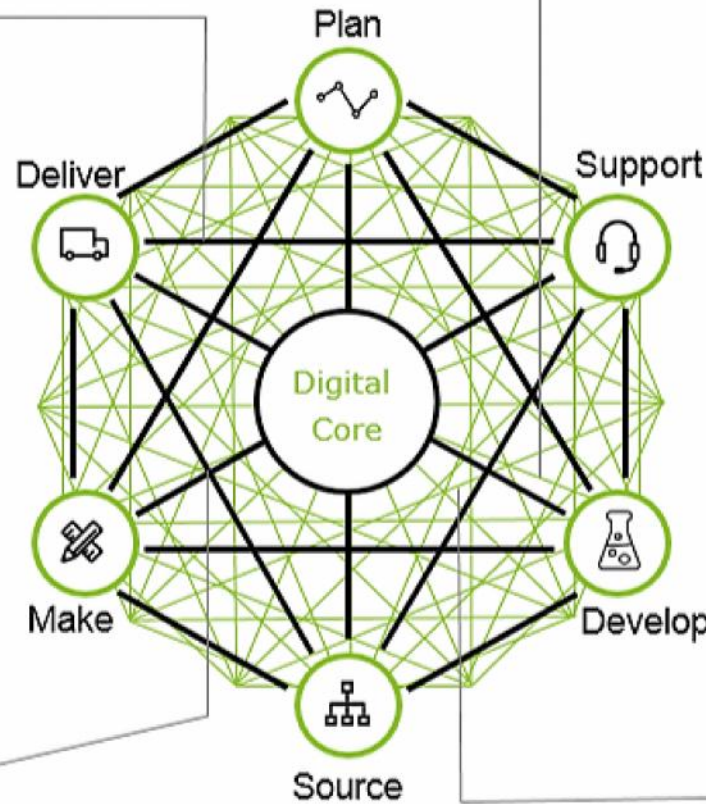


Compete on getting the products out **quickly** to the customers while keeping cost under control:



Compete on driving down the total **cost-to-serve** of a product to a client while playing on different supply chain dimensions:



Compete on meeting **customer needs** (product customization and special requests) and on dynamically adapting to **changing demand signals**:



Compete on **high-quality**; the brand is associated with quality and commands a premium for the product, material or service:

