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Supply chain  
operations require  
managerial processes  
that span across  
functional areas within  
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and customers across organizational boundaries. Logistics, in contrast to supply chain management, is the work required to move and position inventory throughout a supply chain.

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It is impossible to take a bite from a Big Mac at any McDonald's franchise and not be blown away by this giants' incredible success. McDonald's supply chain is largely



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responsible for its amazing success and continued growth. The amount of strategy and planning that goes into McDonald's logistics must be simply staggering.

## **McDonald's Supply Chain Management is The Secret to Their ...**

The company's supply chain is driven by 3PLs such as Martin Brower, which has 8,000

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employees itself. 3PLs are the backbone of McDonald's supply chain. The company has only a limited number of its own dedicated logistics personnel, most of whom are focused on strategy development.

## **McDonald's - Transportation and Logistics**

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## **Supply Chain Logistics Management: Bowersox, Donald, Closs ...**

Figure 3: Michael

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Porter's value chain  
(Source: Wikipedia  
2016) This blog  
attempts to understand  
McDonald's distribution  
channel and supply  
chain logistics through  
the use Iacobucci's and  
Porter's models. 2.  
Distribution Channel.  
The most prominent  
place McDonald's  
products can be found  
are at its restaurants.

## **McDonald's distribution channel**

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## **Donald J ...**

McDonald's supply chain. McDonald's supply chain is a complex web of direct and indirect suppliers that are held to clear standards for quality and efficiency. The company uses direct ...

## **McDonald's Supply Chain: A Must-Know for Investors ...**

Logistics is also known

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as Physical Distribution management. Logistics is an activity carried out by many different companies for the physical distribution of goods. FMCG, consumer durables, and many other industries regularly manufacture goods. These goods have to be transported to the distributors and dealers and lastly to the end consumer.

Logistics is the means to transport the goods

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