The design and management of seamless, value-added processes across organizational boundaries to meet the real needs of the end customer. SCOR model: Supply Chain Operations Reference. The integration of three traditionally separate functions: purchasing, operations, and logistics. Demand Management. Refers to decisions that are taken to affect the quantities demanded of one or more products that are served by a supply chain. These decisions typically are undertaken by marketing and include mechanisms such as what products and product features to offer, what the pricing should be, how products are produced, and how products are distributed. Contemporary Approaches to Management provides a framework of management practices based on more recent trends, such as globalization, theory Z concepts, McKinsey’s 7-S approach, excellence models, productivity and quality issues, etc. With the appearance of global entities like the World Trade Organization (WTO) and the European Economic Community (EEC), we are all now operating in a global economy. Our managers now need to think globally even while operating in the domestic market. We are losing our market shares even in our domestic market because of competition from foreign companies. Hence,