

Figure 3.1 types of strategic decision

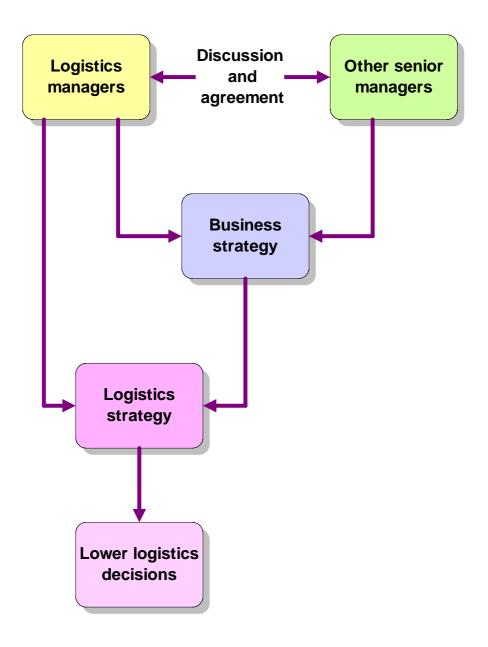


Figure 3.2 Role of logistics managers in strategic decisions

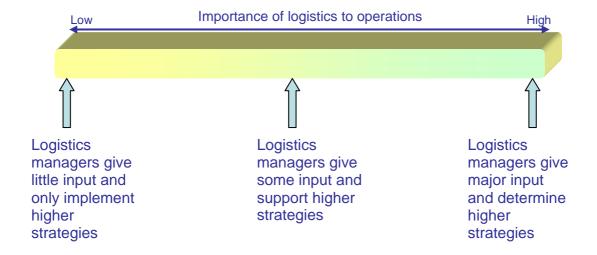


Figure 3.3 Logistics managers give different amounts of input to higher strategies

1. Higher strategies Mission Corporate strategy **Business** strategy 3. Internal 2. Business strengths environment **Operations** Customers Logistics Market **Employees** strategy conditions Resources Technology **Economic Facilities** climate Other internal Other external strengths factors

Figure 3.4 Factors in the design of a logistics strategy

