

Supply chain flows play a critical role in the success or failure of a firm like Amazon.### Summary In summary, supply chain flows are vital to Amazon's success, influencing customer satisfaction, operational efficiency, and profitability. – **Impact on Failure:** Inaccurate or delayed information can lead to misalignment between supply and demand, resulting in overstock or stockouts, which can hurt sales and operational efficiency. This balance helps optimize working capital and operational efficiency. **Information Flow** – **Impact on Success:** Accurate and timely information on inventory levels, sales data, and customer preferences enables Amazon to make informed decisions about inventory replenishment and demand forecasting. **Supplier Relationship Management** – **Description:** Choosing reliable suppliers and fostering strong relationships to ensure quality, cost-effectiveness, and timely deliveries. – **Impact on Failure:** Poor management of physical flows can lead to delays, increased transportation costs, and stockouts, resulting in negative customer experiences and reduced market share. **Physical Flow** – **Impact on Success:** Efficient logistics and distribution ensure timely delivery of products to customers, which enhances customer satisfaction and loyalty. – **Impact on Failure:** Poor financial management can lead to increased costs and reduced margins, jeopardizing profitability and the ability to compete effectively. 2.3.2