MGMT430

Unit 1 Assignment

**Business Function Review Analysis**

Your Name

American InterContinental University

Submission Date

**Introduction**

Delete highlighted information.

The introduction is the best opportunity to convince your audience that you have something worthwhile to say (one solid paragraph). An introduction can accomplish this by fulfilling five important responsibilities, as follows:

1. Get the audience's attention.
2. Introduce the topic.
3. Explain its relevance to the audience.
4. State a thesis or purpose.
5. Outline the main points.

**Business Function Review Analysis**

Bounce! is a company that manufactures and sells tennis balls to wholesale companies. The past 6 months, the wholesale companies are complaining that retail stores are hesitant to order the Bounce! tennis balls because the balls are coming apart at the seams in the first year of use. Bounce! pulls its cross-functional team together to determine how to resolve the issue. Review the table below that highlights the responsibilities of each global supply chain operation’s function. Write a 2-page analysis differentiating each global supply chain function and how each contributes (separately and collaboratively) to resolve the supply chain’s quality-related problem. In particular, highlight how finance and IT collaboration supports the production control process. Consider the following in the analysis:

1. How marketing strengthens the company’s competitiveness and positions and builds internal and external relationships that support operational efficiency.
2. How marketing, finance, and IT are directly or indirectly related to the supply chain
3. Why integrating financial services and IT into supply chain management is about finding new opportunities for cost reductions and driving effective and efficient processing

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| **Operations Function** | **Supply Chain Responsibilities** |
| Marketing | Communicates information about products, prices, availability, discounts, order tracking, and so on to help improve understanding of market demand and initiatives in support of planning (Linton, 2019) |
| Finance | Provides financial analysis and forecasting to identify risks to implementation plans, enables cost reduction, and streamlines plans |
| Procurement | Manages the purchase of goods and services from suppliers, including contracting new suppliers and ensuring supplier compliancy |
| IT | Develops, maintains, and improves existing supply chain systems such as customer relationship management, procurement management, supplier relationship management, materials management, inventory–warehouse management, and transportation management  |

**Conclusion**

The conclusion is the last thing that the reader will remember about your essay.

1. It should be a summary of the highlights of your statement of purpose.
2. It should include the main points of the statement of purpose.
3. It should be as well-constructed and grammatically correct as everything.
4. It should be ½ a page in length.

**References**

Example

Hong, P. (2019). Cross-functional management and base-of-pyramid issues in logistics and supply chain management. *Journal of Business Logistics, 40*(2). https://doi.org/

10.1111/jbl.12223. <https://web-b-ebscohost-com.perdoceoed.idm.oclc.org/ehost/pdfviewer/pdfviewer?vid=1&sid=25aa0b11-4531-4a60-a32c-f8dc35fbec6d%40pdc-v-sessmgr03>