

Week 5: Channel Strategy and Integrated Marketing Communications

Compare and contrast upstream and downstream partners in a company's supply chain. Explain why value delivery network might be a better term to use than supply chain. Give an example in your answer.

Version 1

Compare and contrast upstream and downstream partners in a company's supply chain.

I had to do a little research of the definition of both of these business terms, and what I discovered is that the streams are focused on the step process along the supply route of a given product or service. Since a supply chain is a combination or steps that need to take place in order for the finished product to reach the market. This includes the overall chain management team of: distributors, suppliers, manufacturing plants, warehouses and retail stores. A successful chain