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Performance Evaluation Study on Supply Chain for Short-Life-Circle Products—Illustrated by the Case of LCD TV

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ABSTRACT

According to the characteristics of short-life-cycle products analyzed, we adopted Bass-model method to forecast the demand for products and proposed a research framework based on simulation. Meanwhile, study the influence degree of every experimental variable (including demand form and each uncertainty, etc.) on supply chain for LCD TV aiming at typical supply chain for LCD TV and adopt the performance indexes such as total profit, total finished goods quantity, fill rate, and flow time to the relevant example analysis and validation.

KEYWORDS

Short-Life-Circle; Supply Chain for LCD TV; Bass Model; Simulation Analysis

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