

BULLWHIP EFFECT IN SUPPLY CHAIN

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ABSTRACT

A demand variability increase when it moves downstream to upstream in a supply chain, this phenomenon is known the 'Bullwhip effect'. This Bullwhip effect creates pile upon unnecessary inventory in the supply chain and reductions of this make a significant role. In this paper bullwhip effect causes are analyzed and the reducing measures are suggested, such as: Establishing the information sharing mechanism, Coordinating benefit of information sharing, establishing the strategic alliance, strengthening the cooperation & trust, strengthen the stock managing and reduce the lead time of the supply .

KEYWORDS: Bullwhip Effect, Inventory, Supply Chain, Lead Time