Topic: Report explaining some of the key supply chain concepts related to an Australian retailer, as well as explaining supply chain integration and coordination and why they are important for an Australian retailer.

Description - Australian retailer, critical examination to supply chain activities, and not too broad. - 1000 words (without counting references). - Can be an online or physical retailer. - Highlight downstream, and upstream elements in the supply chain (inbound, internal and outbound logistics). - SC integration and coordination could include IT, could discuss risk management and supply chain uncertainty (eg. Supply uncertainty/Demand uncertainty) > how they effectively control supply chain ? Are there metrics this retailer uses/could use to measure performance? - You please draw on concepts such as the Bullwhip Effect. - what can be done to enhance their supply chain. - Future disruption in view of what is currently happening (Covid-19), global economic health.