

ABSTRACT

This paper reports on an exploratory study into the extent of global supply chain management implementation by a Japanese multinational manufacturing firm in Malaysia. Three main components of supply chain management; global supply chain approach, supply chain business process, and network structure of supply chain, has been adopted to examine why firm strategically employed global supply chain management, its formulation, reformation process, and supply chain network style pattern. It was suggested that the firm has successfully employed supply chain management strategy to strengthen its competitive advantage through shorter business process lead time. The study also found that the firm employed global efficiency approach and internal network type pattern in implementing its global supply chain management strategy.