

WP2

LINK BETWEEN OLPS AND LOCAL PRODUCTION SYSTEMS

SUPPLY CHAIN ANALYSIS

1. DELIMITATION OF THE RELEVANT SUPPLY CHAIN SYSTEM AND SUBSYSTEMS

Not Closed Systems

Sound Theoretical Frameworks

Interdisciplinary Research

Sub-Systems Structures And Optimisation Of Olp Supply Chain Strategy

2. MANAGEMENT AND SOCIAL LEADERSHIP

Centre Of Command Technical Staff

Technical Skills And Code Of Practice Freedom

Commercial Skills

Management Skills And Tools

Social Leadership

Human Involvement

Individual Size And Collective Management

Economic And Non-Economic Motivation In The Long Term

3. SUPPLY CHAIN FUNCTIONS

3.1 MARKETING ISSUES

Consumer Driven Products

Collective, Distribution And Individual Brands

Standard Products Attributes And Product Image

Standardisation, Volume Produced And Strategies

Product Adaptation To Chain Requirements

International Commercial Challenges

Collective And Interactive Marketing

3.2 TRANSFORMATION STAGE

Interphase Aims

Coordination Between Producers And Transformers

Product And Quality Specifications

Individual Business Decisions Versus Collective Code Of Practice

Proximity To Productive Areas

Clients Definition (Commercial Structure)

Production And Storage Cost

3.3 DISTRIBUTION CHANNELS

Strategic Distribution Channel Selection

Distributors Strategies To Sell OIps

Short Channels And New Means (Internet)

Multiple Retailers Terms Of Relationships (Contracts)

Market Proximity And Personal Involvement

4. GOVERNANCE ISSUES

Degree Of Freedom Within A Collective Action

Barriers To Entry

Public Policy In Agriculture

Selection – Exclusion Of Operators

Business Size And Structure

Cooperatives

The Role Of Consortia

Balance Of Collaboration And Competition

Public Institutions And Private Business Relationships

Olp Alliances And Stability

Degree Of Freedom Compatible With Collective Organisation

Partners Commitments To Opls And Collective Trade Decisions

Further Research

Interdisciplinary Research (Typicity)

Marketing Programs

Opls Launching (Technical And Socio-Economic Matters)

Collaboration And Competition Schemes

Learning Processes

Case Studies Typologies For Governance

Neoclassical And Other Economic Theories

Efficiency Studies

Quality Management Studies

Swot Analyses And Conceptual Frameworks

Management Organisational Models

5. POLICY ISSUES