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		FUNCTIONAL PRODUCTS	INNOVATIVE PRODUCTS	
		Predictable Few changes Low variety Price stable Long lead-time Low margin	Price mark-downs Short lead-time	
ectives EFFICIENT Low cost	Low cost High utilisation Min. inventory Low cost suppliers	Match	Mismatch	
hain obje				
Supply chain objectives RESPONSIVE EFFI Fast response	Fast response Low T/P time Deployed inventory Flexible suppliers	Mismatch	Match	(After Fisher)