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The point of purchase decision in a supply chain with value-added reselling

Kingsley Gnanendran & Kathleen Iacocca

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Abstract

We explore a stylised decision model in order to better understand the trade-offs

inherent in a supply chain with value-added reselling. The model is developed for a supply chain with a manufacturer, a reseller, and an end customer. The manufacturer produces a product, which is then sold to the reseller. The reseller then sells the product to the end customer. The manufacturer and the reseller both have the option to sell the product directly to the end customer. The model explores the trade-offs between these different options.

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