

Module 3

Section B: Category Strategy for Sourcing

Term

Strategic alliance

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Supplier partnership

The establishment of a working relationship with a supplier organization whereby two organizations act as one. Syn.: collaborative supply relationship.

A relationship formed by two or more organizations that share information (proprietary), participate in joint investments, and develop linked and common processes to increase the performance of both companies. Many organizations form [these] to increase the performance of their common supply chain.