

exploratory research; the second, an structured research with all chain links. As result, this work provide an integrated design of this chain and the competitive advantage related to this.

Área: Gerência de Produção / Logística

Palavras-chave: cadeia produtiva, cadeia de suprimentos, cadeia logística, indústria de vinhos, logística

Dia: 23 Hora: 14:00 Sala: Saguão - SP1 Gerência de Produção

### **A logística e as questões estocásticas - algumas considerações**

Edelvino Razzolini Filho (UFSC), Carlos Manuel Taboada Rodriguez (UFSC)

The subject of the stocks is one the central concerns of the logistics management. The reduction of the stocks levels is a demand every more current day and important. On the other hand, the demand for higher service levels it is also a central concern of the logistics management, once it is important competitive factor. Seeking to minimize the conflict among the reduction of stocks and the demand for higher service levels, it intends: a) to substitute stocks for information; b) to reduce the gap in the time of progress; c) to use the selectivity of customers; and, d) to create electronic keiretsus. Through the adoption to those measured the organizations can improve the logistics service level, same flexibility increase your competitiveness.

Área: Gerência de Produção / Logística

Palavras-chave: logística, estoques, flexibilidade

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### **Aplicação da técnica de mapeamento de fluxo de processo no diagnóstico do fluxo de informações da cadeia cliente-fornecedor**

Kwami Samora Alfama Correia (UNIFEI), Dagoberto Alves de Almeida (UNIFEI)

The aim of this paper is to extend the applicability of process flow mapping technique for the information flow diagnosis of a client-supplier chain. The coordination and synchronization of information are critical factors concerning client-supplier chain management. In order to understand and improve these relationships, it is necessary to clearly describe the flow. In order to accomplish that, a technique is proposed, considering the required data and levels to the adequate client-supplier representation.

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Palavras-chave: client-supplier chain, information flow, process flow mapping

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### **Aplicação de um modelo de pedidos coordenados para a gestão de estoque de produtos importados**

Arthur Strommer de Farias (USP), Hugo T. Y. Yoshizaki (USP)

This work defines the inventory problem faced by many companies in the new competitive environment of electronic products and describes the development of a new order policy for imported products using the stochastic coordinated order system designed by LOVE (1979). A comparison between this new system and the actual system used by the company is made afterwards.

Área: Gerência de Produção / Logística

Palavras-chave: logística, estoque, política de compra

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