

The Impact of Values-Based Branding (VBB) On the Strategic Sustainability Decision of the Supply Chain Management as A Superior Competitive Advantage

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Abstract

Nowadays, business strategy is commonly associated with sustainability. There is increasing evidence that aligning the interests of all stakeholders often leads to better (financial) results. Examining sustainability from the supply chain point of view is a common enough exercise. However it must be noted that business strategy and marketing strategy are not always one and the same thing, (Horlings, 2010).

And, In fact, the real competition today is not between companies, but between supply chains. The winning approach to supply chains is an integrated perspective that takes account of networks of relationships, sustainability and product design, as well as the logistics of procurement, distribution, and fulfillment, (Christopher 2010)

This paper looks at how VBB contribute to the whole firm's strategy and how brand planning needs to be geared as a strategic role to supply chain management's central objective of creating shareholder value. So how does a company start adding value to their SCM? Should they focus on building their corporate brand or just developing labeling for individual product or focus on operational efficiency in their supply chains and build collaborative partnerships?

Keywords: Branding, S SCM, Competitive Advantage, Sustainability, Sustainable branding.