Supply chain in mass market products is an interactive technical note which explains and analyses the different variables that make up the supply chain of a company.

This interactive technical note includes the following sections:

- Innovation
- Demand
- Materials and supply
- Production
- Distribution
- Stock
- Transport
This technical note contains a detailed description of the process involved in the development of a product innovation project, as a starting point in the supply chain.
Using company examples of mass market consumer goods, it includes all the concepts related with the area of supply chain management.

Students will be able to analyze: the demand planning process, materials required, production management and current distribution systems, as well as the most important concepts regarding stock and transportation.