Fulfillment

In the context of [supply chain management](#), "fulfillment" refers to the process of delivering products or services to customers <u>after</u> [demand](#) has been defined. Fulfillment encompasses all the activities and functions involved in ensuring that a customer's order is successfully completed and delivered to their satisfaction. Fulfillment is a crucial aspect of the supply chain because it directly impacts customer satisfaction and can significantly influence a company's reputation and success.

With supply chains becoming more and more complex, fulfillment tasks also gained complexity through being distributed over multiple steps before the final customer is reached. To address this ZUGSEIL has introduced fulfillment collaboration capabilities which work well in simple as well as the most complex supply chain scenarios spanning over multiple identities. In essence, each participant communicatea with other stakeholders of the fullfillment job.

Examples for basic fulfllment scenarios are

- demand, which is directly filled from local stock
- regular demand resulting in purchasing with a supplier
- demand, which is forwarded to a supplier with direct delivery to the internal customer
- demand, which is forwarded to a supplier with indirect delivery over a local warehouse to the internal customer

Additional challenges driving **fulfillment supply chain complexity** are

- multi level supply chains
- customization of goods along the supply chain
- distributed assembly tasks along the fulfillment supply chain
- dependency on production

Related articles

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- [Supply chain participants](#)
- [Collaborative supply chain management](#)
- [Warehouse Management System](#)

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