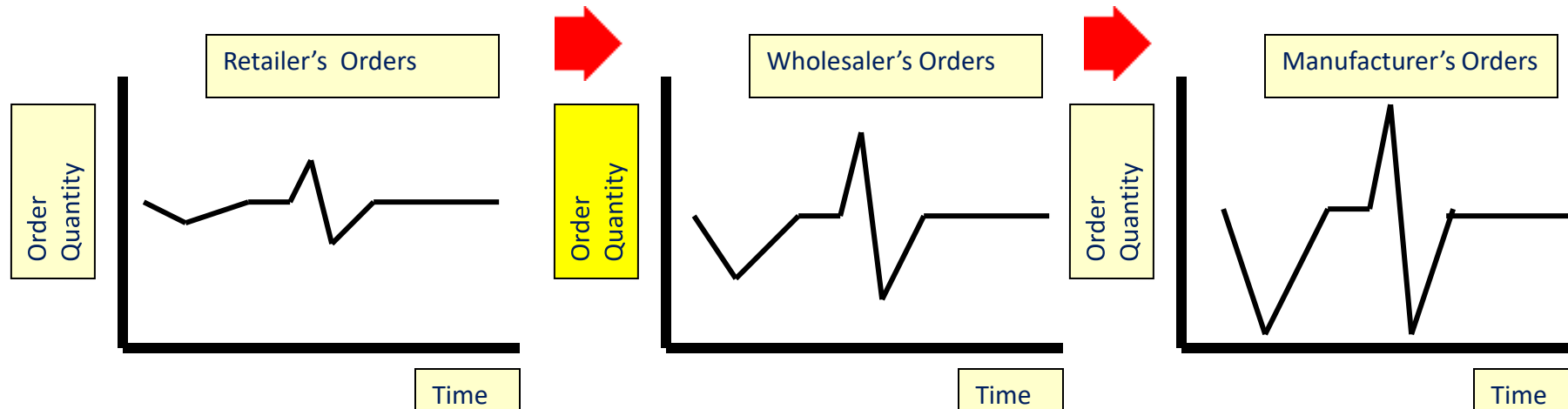


Bullwhip Effect

The magnification of variability in orders in the supply-chain



A lot of retailers each with little variability in their orders....

...can lead to greater variability for a fewer number of wholesalers, and...

...can lead to even greater variability for a single manufacturer.