

## **Puzzle: Understanding Cross-Functional Drivers (Pricing, Information, and Sourcing)**

### **Question:**

Below are different **descriptions of cross-functional drivers** in supply chain management. Match each description with the correct **driver: Pricing, Information, or Sourcing**.

---

### **Cross-Functional Drivers:**

1. **Pricing**
  2. **Information**
  3. **Sourcing**
- 

### **Descriptions:**

A. This driver ensures that the right data is available across all functions, such as sales forecasts, inventory levels, production schedules, and customer orders. It helps improve decision-making, coordination, and visibility in the supply chain.

B. This driver determines how much a company charges customers for its products and services. Pricing strategies impact demand, revenue, and profitability while affecting customer perceptions and supply chain efficiency.

C. This driver involves selecting suppliers and managing relationships to ensure the timely and cost-effective procurement of materials and goods. It influences production costs, product quality, and the ability to respond to changing market demands.

---

### **Answer:**

1. **Pricing** → B. This driver determines how much a company charges customers for its products and services. Pricing strategies impact demand, revenue, and profitability while affecting customer perceptions and supply chain efficiency.

2. **Information** → A. This driver ensures that the right data is available across all functions, such as sales forecasts, inventory levels, production schedules, and customer orders. It helps improve decision-making, coordination, and visibility in the supply chain.
3. **Sourcing** → C. This driver involves selecting suppliers and managing relationships to ensure the timely and cost-effective procurement of materials and goods. It influences production costs, product quality, and the ability to respond to changing market demands.