

# KEY ISSUE IN REVERSE LOGISTICS OF WHOLESALER 'X'

## Legend

! = Most important points

## CORE VALUES OF WHOLESALER

### TRANSPARENCY

If they don't receive transparency, they can't give transparency to their customer

### CUSTOMER RELATIONSHIP

- Negatively affected by rejects
- Negatively affected by deposit jungle
- Negatively affected by core discussions
- Time: pay deposits before knowing rejection rates from remanufacturer



**CORE OUTFLOW = BLACK HOLE**

"Basically you could say: we don't know anything. Yes really, it's a black hole. Completely blind flight."

