

## ONZIEME RENCONTRE INTERNATIONALE DU GERPISA ELEVENTH GERPISA INTERNATIONAL COLLOQUIUM

Les acteurs de l'entreprise à la recherche de nouveaux compromis ?  
Construire le schéma d'analyse du GERPISA

Company Actors on the Look Out for New Compromises  
Developing GERPISA's New Analytical Schema

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### **EXPLORING THE REASONS FOR DIFFERENT ROLES OF MODULE SUPPLIERS IN A CAR ASSEMBLY PLANT**

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The study focuses on the implementation of modular strategy by a car assembler in Brazil. The conceptual approach combines outsourcing (externalization) and modularity, in business and manufacturing views. We studied the supply chain of two modules of the car. The assembler defined a particular strategy for each module, and two different roles of suppliers: the producer and the full integrator. The suspension is supplied by the producer; it basically just buys the components, assembles the module and delivers it to the assembler. The cockpit is supplied by the full integrator; it participates on the components design and purchases most of the components produced by tier two suppliers. Several reasons may explain these differences: the financial decision 'do internally x buy', the technical performance of the supplier, the nature of the module and the level of complexity of the outsourced operation.

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