# Article information:

Global supply-chain strategies for retailers during the holidays and beyond | McKinsey  
<https://www.mckinsey.com/industries/retail/our-insights/retail-supply-chain-strategies-for-the-holidays-and-beyond>

# Article summary:

1. The global supply chain is facing disruptions due to a confluence of factors, making it difficult for retailers to keep store shelves stocked and online orders fulfilled on time.

2. Retailers must take action on multiple fronts in order to prepare for the upcoming holiday season.

3. Strategies such as pricing and promotions timing, thoughtful price increases, and supply-chain triage can help retailers gain a competitive advantage.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article provides an overview of the current state of the global supply chain and offers advice to retailers on how to best prepare for the upcoming holiday season. The article is written by two experts in retail supply-chain management from McKinsey & Company, which lends credibility to the information presented in the article. However, there are some potential biases that should be noted when considering this article.

First, the article does not explore any counterarguments or alternative strategies that could be used by retailers during this time. Additionally, while the authors provide some evidence for their claims (such as statistics regarding labor shortages), they do not provide any sources or references for these claims which could make them difficult to verify. Furthermore, while the authors mention potential risks associated with certain strategies (such as raising prices), they do not provide any detailed information about these risks or how they can be mitigated.

Finally, it should also be noted that this article was published by McKinsey & Company which may have a vested interest in promoting its services and expertise in retail supply-chain management; thus readers should consider this potential bias when evaluating the content of this article.

# Topics for further research:

* Retail supply chain management strategies
* Holiday season supply chain risks
* Retail supply chain labor shortages
* Retail supply chain pricing strategies
* Retail supply chain risk mitigation
* Retail supply chain optimization

# Report location:

<https://www.fullpicture.app/item/ae52dac9c6fc26151a52c505f566f1e4>