

# **Evaluation of the Supply Chain in the Moroccan Automotive Industry**

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## **Abstract**

The Aim of this article is to present the Moroccan automotive industry and its evolution during the last years especially in term of Key Performance Indicators and models of measuring its performances, for that a literature review will be made including the academic and the professional models measuring the performance indicators of supply chain used in automotive industry. We will describe these models in order to evaluate each one with its strengths and weaknesses, then we will propose a model of evaluation that could be suitable for this industry, apply it and evaluate this model in real cases in a way to check its performances and benefits deferent from the existent models.

## **Keywords**

Moroccan Automotive Industry, Key Performance Indicators, Academic Models, Professional Models, Supply chain, Evaluation.

## **Biography**

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