The impact of product mix and product route on operational performance

Assignment: Week 4 Topic Paper

***Your Name***

***Class, Session, Term***

Faculty Name

***Date***

**Question #1**

Why should companies be focused on the integration of their forward and reverse logistics chains?

**Answer**

**Question #2**

 According to the authors Weeks, Gao, Alidaeec&Rana (2010) how does the strategy employed in business affect the product route efficiency of reverse logistics and profitability?

**Answer**