Value-Chain Search Strings

Prepared for Robert Morris University Illinois

Helpful Hints:

- Use the word **AND** to connect two or more keywords
- Use the **OR** to use similar/related keywords
- Use the word **NOT** to omit certain words
- Use "quotations" to search a phrase
  - Ex: "inbound logistics"

Sample Company: Wal-mart

**Inbound Logistics** — "the flow of product into a production unit or warehouse"
warehousing, inventory control/inventorying, materials handling, transportation/trucking, supply chain
  search - Wal-mart and "inbound logistics"
  search - Wal-mart and logistics or "Wal-mart logistics" (as a phrase)
  search - Wal-mart and warehousing or warehouse
  search - Wal-mart and inventory or inventorying or "inventory control"
  search - Wal-mart and "materials handling" or "purchased materials"
  search - Wal-mart and trucking
  search - Wal-mart and transportation
  search - Wal-mart and shipments or shipping
  search - Wal-mart and supply chain
  search - Wal-mart and vendors
  search - Wal-mart and "bar code" or "bar code scanners"

**Outbound Logistics** — includes delivery processing, warehouse management, shipment processing, freight costs, distribution, order processing
  search - Wal-mart and "outbound logistics" or logistics
  search - Wal-mart and distribution or "distribution center"
  search - Wal-mart and processing or "order processing"
  search - Wal-mart and "delivery processing" or delivery

**Operations** — machinery or machining, packaging, assembly, equipment maintenance
  search - Wal-mart and machinery or machining
  search - Wal-mart and packaging
  search - Wal-mart and assembly
  search - Wal-mart and equipment or "equipment maintenance"

**Marketing/Sales** — advertising, promotion, campaigns
  search - Wal-mart and marketing
  search - Wal-mart and sales
  search - Wal-mart and advertising
  search - Wal-mart and promotions
  search - Wal-mart and campaigns

**Service** — installation, repair, training, adjustment
search – Wal-mart and service
search – Wal-mart and “customer service”
search – Wal-mart and repair
search – Wal-mart and warranty
search – Wal-mart and adjustment

_Procurement_ – machinery, equipment, buildings/real estate, office equipment
  search – Wal-mart and procurement
  search – Wal-mart and machinery
  search – Wal-mart and equipment
  search – Wal-mart and buildings
  search – Wal-mart and “real estate”

_Procurement_ – machinery, equipment, buildings/real estate, office equipment
  search – Wal-mart and equipment
  search – Wal-mart and “office equipment”

_Technological Development_ – research & development
  search – Wal-mart and technology
  search – Wal-mart and “research and development”
  search – Wal-mart and “r&d”

_Human Resource Management_ – company recruiting, hiring, training of employees, personnel compensation
  search – company name and human resources
  search – company name and personnel
  search – company name and recruiting
  search – company name and hiring
  search – company name and employees
  search – company name and training

_Firm Infrastructure_ – general management, planning, finance, accounting, legal support
  search – company name and management
  search – company name and planning
  search – company name and finance
  search – company name and accounting
  search – company name and legal

01/01/03 bj
11/30/06 jrr