

ORGANIZATIONAL BUYING AT TREK

Trek's success at accomplishing its mission is the result of many important business practices, including its organizational buying process. The process begins when managers specify types of materials such as carbon fiber, component parts such as wheels and shifters, and finishing materials such as paint and decals needed to produce a Trek product. In addition, they specify quality requirements, sizing standards, and likely delivery schedules. According to Leighton, once the requirements are known, the next step is to "go to our buying center and say 'can you help us find this piece?'"



© Jean Christophe Bott/Keystone/AP Images

The buying center is the group of individuals who are responsible for finding the best suppliers and vendors for the organization's purchases. At Trek the buying center consists of a purchasing manager, buyers who identify domestic and international sources of materials and components, and representatives from research and development, production, and quality control. The communication between the product managers and the buying center is important. "I work very closely with our buying centers to ensure that our customers with our products can be highly quality and then support the the customer with our quality control team."