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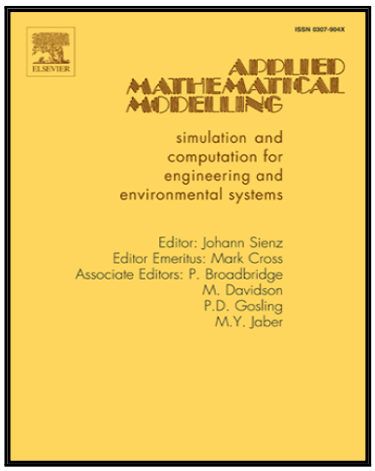

Dual-channel supply chain: a strategy to maximize profit

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Highlights

- Develops a two-level dual-channel supply chain with online customization
- Markup margin, production quantity and number of shipments are decision variable
- The dual-channel strategy outperforms the single-channel strategy
- Extensive analysis was performed with managerial insights and findings provided

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