

A STUDY OF THE SUPPLY CHAIN MANAGEMENT

SUBMITTED BY

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Abstract :

Supply chain management (SCM) is the management of the flow of goods and services and includes all process that transform raw material into final products. It involves the active streamline of a business's supply-side activities to maximize customer value and gain a competitive advantage in the marketplace.

In SCM, the supply chain managers coordinates the logistics of all aspects of the supply chain which consists of five parts : 1. The plan or strategy 2. The source (of raw materials or services) 3. Manufacturing (focused on productivity and efficiency), 3. Delivery and logistics, and 4. Delivery and logistics and 5. The return system (for defective or unwanted products). The presently top 22 company worldwide to use the strategy SCM like Cisco , Schneider Electric, Colgate-Palmolive, Johnson & Johnson, PepsiCo, Pfizer, Intel, Nestlé, Lenovo, Microsoft, L'Oréal , The Coca-Cola Company, Nike, Walmart, HP Inc, Diageo, Dell Technologies, Inditex, BMW, AbbVie etc.

Keywords : Supply Chain Management, logistics, Planning, Sourcing, Making, Delivering, Returning, Enabling, Peoples.

Introduction:

The Global Supply Chain Forum (GSCF) defines supply chain management as the “integration of key business processes from end user through original suppliers that provides products, services and information that add value for customers and other stakeholders”, GSCF has included in the GSCF framework :Customer Relationship Management, Supplier Relationship Management, Customer Service Management, Demand Managements, Order fulfilment, Manufacturing flow management, Product development and commercialization, return management.

Supply chain Management represents an effort by suppliers to develop and implement supply chains that are as efficient and economical as possible. Supply chains cover everything from production to product development to the information systems needed to direct these undertakings.

Objectives of the study :

1. To study how Supply Chain Management an effort by suppliers to develop and implement supply chain that are as efficient and economical as possible.

2. To Study how SCM help in mobilizing funds by the distribution of money which leads to income regulation, thereby shaping economic development of the country.
3. To study of how SCM to creates job employment opportunities various sector.
4. To study the problem face by the SCM.

Primary data

The data and Information for the study is collected through two main sources. Primary data would be original data from which the researcher will directly collect data that have not been previously collected. Primary data will be first-hand information collected through by the way of various methods such as canvassing.

Secondary data

Secondary data like published Annual Reports and statistical tables relating to supply chain management company for analysing the data, the technique of ratio analysis, simple mathematical tools like average, percentage etc. and M.Phil, Ph.D thesis different, circulars, reference books, Different policies of Private and Government organization pertaining analysis of result, publication, journals, newspapers, Internet, websites etc. will be thoroughly studied in the said research.

Limitation of the study :

The papers have the limitations like, time constraint ,data collection , cases, period and so on.

Review of literature :

Books

1. Sunil Chopra“Supply Chain Management STRATEGY, PLANNING, AND OPERATION” Fifth Edition Kellogg School of Management Peter MeindlKecos Capital (2015),

In his books emphasis that the strategic framework, an identify facilities, inventory, transportation, information, sourcing, and pricing as the key drivers of the supply chain management performance. Further he also on view second goal in the book is to convey how these drivers may be used on a conceptual and practical level during supply chain design, planning, and operation to improve performance. Moreover, in Japan many companies have to apply the supply chain management for uses various drivers to improve supply chain performance. For each driver of supply chain performance, our goal is to provide readers with practical managerial levers and concepts that may be used to improve supply chain performance and its impact improve profitability of the company.

2. JNU, Jaipur “Supply Chain Management” (2013),

In this book covers the supply chain is a system of organisations, people, technology, activities, information and resources involved in moving a product or service from supplier to customer. The supply chain system is a network of retailers, distributors, transporters, storage facilities, and suppliers that participate in the production, delivery and sale of a product to the consumer. Further stated that aforesaid activities are associated with the flow and transformation of goods from the

raw materials stage to the end user, as well as the associated information and funds flows. In short, a supply chain system involves is the link between a firm or business and its suppliers and end user

Ph.D Thesis

3. Professor Cristina Sancha Fernández , thesis of Ph.D. on “Extending sustainable practices along the supply chain” ESADE Business School, Universitat Ramon Llull(2020)

In his thesis he study that contributed to extend the existing literature on sustainable supplier development practices by including the social dimension of sustainability which has been generally neglected, by analysing the effectiveness of these practices not only for the buying firm but also for the supplier and performance application. Further, in the study of sustainable supplier development practices antecedents that contribute to the sustainable supply chain has extending the relationship between organisation pressures and the adoption of sustainable supply chain practices performance on focusing on implication of the cost management an performance evaluation. In short that practice of supply chain management that aim to extend sustainability to suppliers and also been able to highlight the key role of supplier integration as an enabler of sustainable supplier development.

4. Gabor Herczeg thesis on “Supply Chain Management in Industrial Symbiosis Networks” of Technical University of Denmark DTU Management Engineering (2017).

Overall, this thesis aims to ground industrial symbiosis in operations and supply chain management theory. In his emphasis that supply chain management has provides a basis for the improved organization and operation of industrial symbiosis networks, and supports the development towards resource-efficient closed-loop material flows end users.

Case study

01.Wal-Mart and Procter & Gamble

Wal-Mart and Procter & Gamble began to work together in the year 1980s. This is one of the case or examples of the supply chain collaboration. Prior of this aforesaid companies done working to connect their supply chains, retailers and manufacturers shared little information. As result to sharing information in respect of the process by Walmart and P&G as result that reduced cost, other retailers became more willing to consider the possibility. In the early 1990s Wal-Mart formalized its Retail Link system andpersuade other retailers to connect. Over period of time , the Wal-Mart POS system was able to aggregate sales of individual.

Over time, the Wal-Mart point of sale (POS)system was able to aggregate sales of individual P&G products ateach store. As and when the POS indicated that if any inventory for a particular product had fallen to apredetermined limit then the Wal-Mart distribution system able to point out that to a ship additionalproduct to

the store. As result that system automatically further process to altered to ship additional inventory product. Presently, this information flow help P & G to determine to produce product and same supply to Wal-Mart. Its get automating maintain stock, billing and payment process and would possible reduction of cost and enhancing profitability.

2. Walgreens Boots Alliance Inc

Supply chain management , Walgreens Boots Alliance Inc. placed to focused effort on transforming its supply chain in the year 2016. The company operates one of the largest pharmacy chains in the United States and needs to efficiently manage and corrective action according the present situation . Its result continues to add value in the process of the supplying chain management system.

Walgreens has adopted upgraded technology of its supply chain system . It executed feedback from all requisite resources and according to a strategy. If any pandemic, if possible, to came according to make supply and sermonising system, which allow it to accurately forecast needed. Therefore, it maintain inventory over the counter and efficient supply chain. It reduced cost like, warehousing ,transportation, stock and so on.

3. Amazon

Amazon has an incredible supply chain which has over 10 million different products, and operating a supply chain management system . As result of the supply chain process utilise the lowest levels of inventory and speed for delivery of their product to the end users. As result of the updated supply chain management associate cost reduced and financial performance enhance and get product and services incredible speed.

Significant of study of Supply chain management such as:

1. Better Customer Service as customer is supplied with what he/she wants in the minimum time.
2. Better delivery mechanism for goods.
3. Improves productivity across various functions and departments.
4. Minimises cost (both direct and indirect).
5. Reduces the inventory holding time and improves the working capital cycle.
6. Enhances inventory management and assists in implementation of JIT systems.
7. Assists companies in minimising wastes and reduce costs.
8. Improves supplier relationship.

Finding of the study :

1. Supply chain management has held to reduced cost and associated cost and enhance profitability.

2. It makes co-ordination all chain of logistic as results smoothly operation have been going on.
3. Its helps manufacture – supplier – end users, overall satisfaction and so on.
4. Its efficiently manage all things in relation to supply chain.

Conclusion :

Empirical study of the supply chain management have frequently shown that the greater benefits derived from its adoption in operation of logistic and so on. SCM is a discipline that focuses on the efficient and effective management of activities as the route to continuously improving the value received by end users. In short, a supply chain system involves is the link between a firm or business and its suppliers and end user.

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