

A Study on Effectiveness of Enterprise Resource Planning in the Supply Chain Management System with Special Reference to BEVCO outlets

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Abstract: *The growing complexity of supply chain operations and the need for efficiency, transparency, and timely decision-making have increased the importance of Enterprise Resource Planning (ERP) systems in modern organizations. This study examines the effectiveness of ERP implementation in enhancing Supply Chain Management (SCM) with special reference to BEVCO outlets operated by the Kerala State Beverages (M&M) Corporation Limited (KSBC). The primary objective of the study is to analyze the impact of ERP adoption on supply chain performance, organizational efficiency, and competitive advantage.*

Using a descriptive research design, the study relies on both primary and secondary data collected from 120 respondents, including BEVCO employees, customers, and professionals from other SCM organizations. The findings indicate that ERP implementation has significantly improved operational efficiency through automation of procurement, inventory control, warehousing, sales, and financial accounting. ERP-enabled real-time data visibility and centralized systems have reduced stock-outs, minimized manual errors, enhanced compliance, and improved coordination across departments.

Operational process integration emerged as the most significant benefit of ERP, while challenges such as employee resistance, limited training, and restricted system access constrained the full realization of benefits. The study concludes that ERP functions as a strategic enabler rather than merely a technological tool. Effective training, management support, and continuous system improvement are essential to fully leverage ERP for achieving supply chain excellence and sustainable competitive advantage in BEVCO and similar organizations.

Keywords: Enterprise Resource Planning; Supply Chain Management; Operational Efficiency; Organizational Performance