

A Study on “Current Scenario of Logistics Supply Chain & Distribution Management in India”

Sweta Singh

Assistant Professor, BMS Department

Thakur Shyamnarayan Degree College, Kandivali (East), Mumbai, India

Abstract: *Integrated business planning (IBP) is a process for translating desired business outcomes into financial and operational resource requirements, with the overarching objective of maximizing profit and cash flow while minimizing risk. The business outcomes on which IBP processes focus can be expressed in terms of the achievement of the following types of targets:*

I. Revenue & demand

II. Service levels

III. Inventory levels

IV. Profits & margins.

Keywords: Logistics, Financial, Supply Chain

I. INTRODUCTION

Why is IBP required?

To overcome the challenges supply chain professionals face in today's complex business scenario. More steps in the supply chain

More partners in the supply chain

Less visibility upstream to n-tier suppliers

International, cross-border transportation

Supply sources in less politically stable climates

More technology interfaces and data flow between partners

Sustainable sources of supply, packaging and fulfillment

Numerous decision making nodes and options

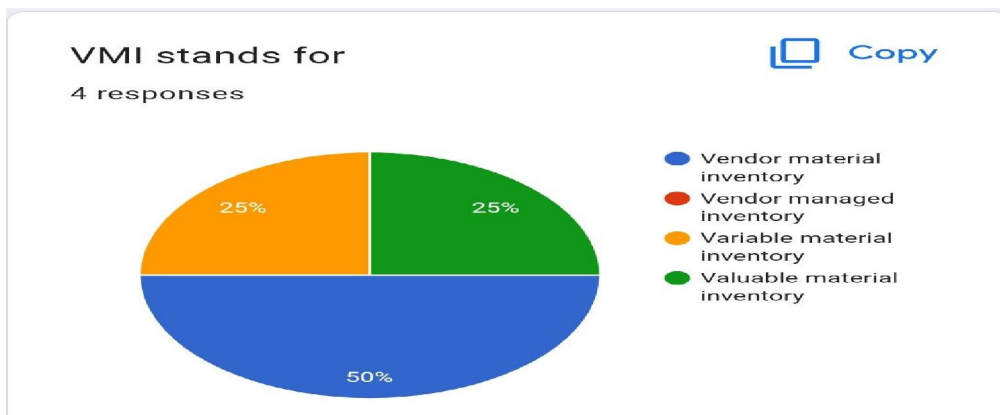
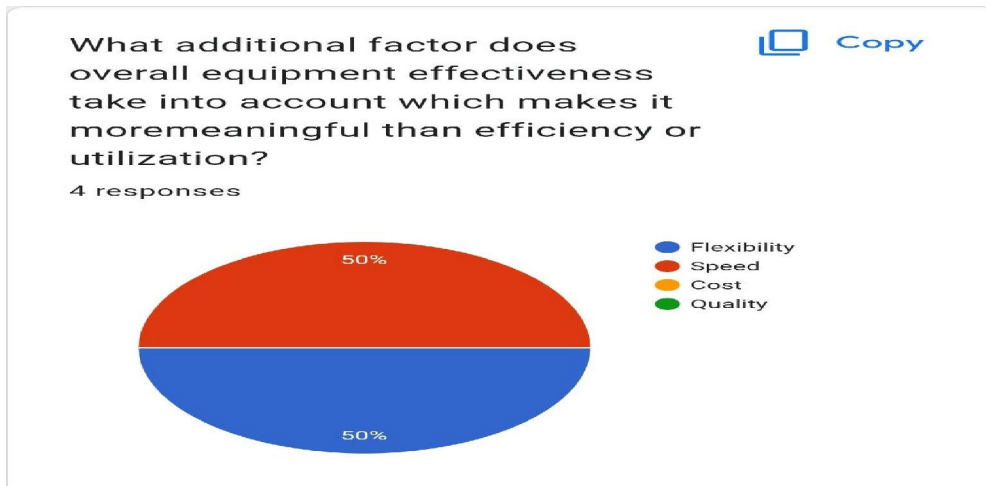
Rely on solid statistical forecasting and targeted business judgments by planners for statistical ‘black holes’ – and measure planner value adds and develop multiple dynamic scenarios (considering evolution of demand at PoS level).

Progressively expand the KPI stack to gauge root causes for variations and improve accuracy overtime to ensure that the market can be planned in generic buckets but always cascaded to granular enough data to enable reliable supply and inventory planning.

II. LITERATURE REVIEW

Supply Chain Management is a network of facilities that produce raw materials, transform them into intermediate goods and then final products, and deliver the products to customers through a distribution system. It spans procurement, manufacturing and distribution (Lee & Billington 1995) the basic objective of supply chain management is to “optimize performance of the chain to add as much value as possible for the least cost possible”. In other words, it aims to link all the supply chain agents to jointly cooperate within the firm as a way to maximize productivity in the supply chain and deliver the most benefits to all related parties (Finch 2006). Adoption of Supply chain management practices in industries has steadily increased since the 1980s. A number of definitions are proposed and the concept is discussed from many perspectives. However Cousins et al. (2006); Sachan and Datta (2005); Storey et al. (2006) provided excellent review on supply chain management literature. These papers define the concept, principals, nature, and development of SCM and indicate that there is an intense research being conducted around the world in this field they critically assessed developments in the theory and practice of supply management

III. DATA COLLECTION



IV. CONCLUSION

When done right, an effective IBP process can deliver significant value. Increased customer satisfaction and retention (service levels & fulfillment) paired with appropriate prioritization and inventory localization for different markets, customers, and products. Topline growth due to strategic alignment / more remarkable ability to meet demand leading to increased order fill rate and increased market share and lower the operating costs through greater predictability and consistency, reduced interplant freight, fewer rush orders, and less over-production. Lower working capital through optimized inventory levels and improved asset utilization. Capital deferment or avoidance from capacity gained through better planning and enhanced utilization of existing assets also Improved operational efficiency through reduced machine changeovers and churn. They have improved strategic business alignment and culture via better cross Functional coordination, reduced rework, and increased employee productivity.

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