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Supply Chain Management

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Abstract: *Fierce competition in today's global markets, the introduction of products with shorter and shorter life cycles, and the heightened expectations of customers have forced business enterprise to invest in, and focus attention on, their supply chains. This, together with continuing advances in communications and transportation technologies (e.g., mobile communication, Internet, and overnight delivery), has motivated the continuous evolution of the supply chain and of the techniques to manage it. If a company makes a product from parts purchased from suppliers, and those products are sold to customers, then you have a supply chain?. The supply chain, which is also referred as the logistics network, consist of suppliers, manufacturing centers, warehouses, distribution centers, and retail outlets, as well as raw material, work in process inventory, and finished product that flow between the facilities.*

Keywords: Agriculture, Farmer, Retailer, Groceries

I. INTRODUCTION

Supply Chain Management can be defined as the management of flow of products and services, which begins from the origin of products and ends at the product's consumption. It also comprises movement and storage of raw materials that are involved in work in progress, inventory and fully furnished goods.The main objective of supply chain management is to monitor and relate production, distribution, and shipment of products and services. This can be done by companies with a very good and tight hold over internal inventories, production, distribution, internal productions and sales.Supply chain management basically merges the supply and demand management. It uses different strategies and approaches to view the entire chain and work efficiently at each and every step involved in the chain. Every unit that participates in the process must aim to minimize the costs and help the companies to improve their long term performance, while also creating value for its stakeholders and customers. This process can also minimize the rates by eradicating the unnecessary expenses, movements and handling.

II. LITERATURE REVIEW

Supply Chain Management is a network of facilities that produce raw materials, transform them intointermediate 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 supplychain management is to "optimize performance of the chain to add as much value as possible for the least costpossible". In other words, it aims to link all the supply chain agents to jointly cooperate within the firm as a wayto 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 numberof 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 managementliterature. These papers define the concept, principals, nature, and development of SCM and indicate that thereis an intense research being conducted around the world in this field they critically assessed developments in thetheory and practice of supply management.

III. OBJECTIVES AND GOALS

1. The Fulfilment Efficiency
2. Customer Value Creation
3. Increase Flexibility
4. Make Supply Chain Resilient

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5. Monitor Financial Success
6. Recognise True Competitors

IV. Design and Implementation

A non-optimised supply chain is a financial risk for any business. Every operational mistake, delivery delay, and order fulfillment errors result in the accumulation of unnecessary overhead costs.However, you can optimise cash flow by optimising your supply chain via an SCM system. The system offers options for managing your inventory, organising the warehouse, automating operations, and integrating financial accounts. Then, you can be certain that every dollar is put to meaningful use.We live in a data-driven world and any business that wants to succeed today must take data seriously. The data from an SCM system can help business leaders and managers make smarter decisions. An SCM solution can help forecast demand changes, analyse market forces, and strengthen your company's operations. Data from the software can help you identify areas that need improvement as well aimplementplanned enhancement.

V. Data Flow Diagram

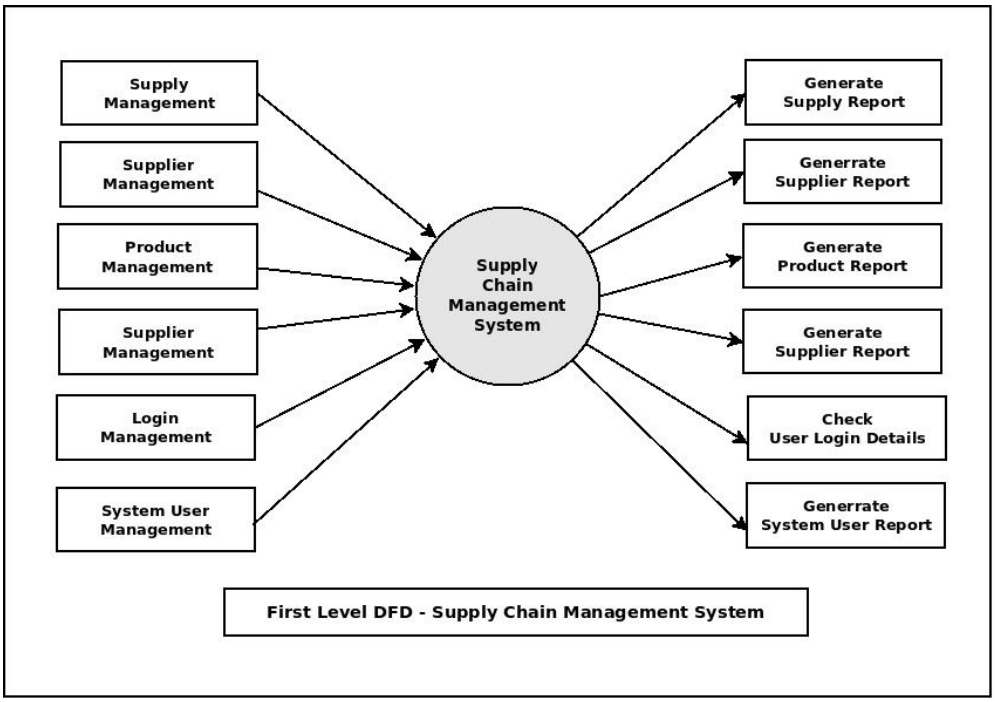

Fig: 5.1

The flow includes a smooth flow of an item from the producer to the consumer. This is possible through various warehouses among distributors, dealers and retailers.The main challenge we face is in ensuring that the material flows as inventory quickly without any stoppage through different points in the chain. The quicker it moves, the better it is for the enterprise, as it minimizes the cash cycle.The item can also flow from the consumer to the producer for any kind of repairs, or exchange for an end of life material. Finally, completed goods flow from customers to their consumers through different agencies. A process known as 3PL is in place in this scenario. There is also an internal flow within the customer

VI. CONCLUSION

The process of supply chain management is very important in today's organizations. With this in mind, we must takeprudent and efficient steps to come up with right measures to control this information. Forecasting taking a center stage in the management of companies' information; current trends have shown that data mining for effective management of organization help them to plan on the time, quantity and supply of products, leading to saving which contribute to bottom lines.With current changes in the market, organization should harness the benefits of collaborative

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demand forecasting through partnerships, technology and other techniques. This process will take organizations closer to demand forecasting techniques leading to better customer service and better management of the supply chain.

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