

Supply Chain Management In Global Marketing

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Abstract— Supply chain management is a value chain management. It refers to the supply of raw-materials, transport, storage and delivery of goods into a business. Supply chain management deals with the same goods going out of a business. The goods that are transported into a business are called Inbound Logistics. The goods that are transported out to a business are called outbound logistics.

1. INTRODUCTION

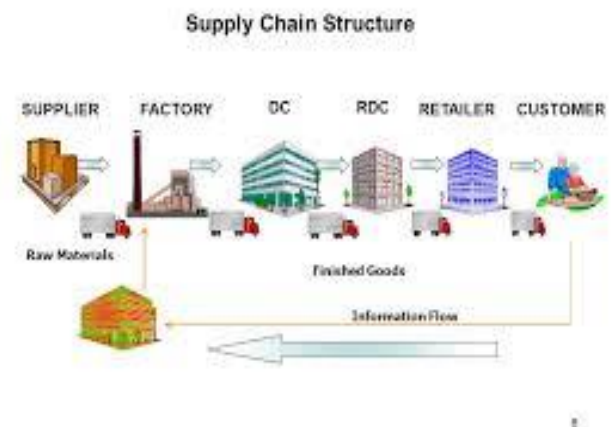
Supply chain management deals with the acquisition and conversion of materials to finished products which are delivered to the customer. It is a system of organizations that refers to the moving of a product from the retailer to the customer. A Company which is market-oriented first analyses the necessary products for the customers and starts developing the products, provides services around the market group. In such a way the supply chain management develops starting from the whole-seller, retailer, dealer and finally reaches the regular customer.

2. WORKING OF SCM

This process starts from the purchasing of raw-materials from the suppliers, then sent to the Manufacturing section where they are converted to finished products and then are sent for distribution through air transport of road transport, then reaches the retailer house and finally to the customers hand. Thus the working process completes



3. SUPPLY CHAIN STRUCTURE



A. Demand Chain Management

Demand chain management has the relationship between suppliers and customers where the products are sold to the customer at least cost in order to provide the demand for the product. The best products that are in demand will be maintained in the demand chain management.

4. ELEMENTS OF SUPPLY CHAIN MANAGEMENT

- 1) Planning
- 2) Information
- 3) Source
- 4) Inventory
- 5) Production
- 6) Location
- 7) Transportation
- 8) Return of Goods

1) Planning:

Before starting with Supply chain management, every business has to be planned and budgeted with the average cost of expenses and the profit incomes.

2) Information:

Today every process has been activated only through Informations. For doing business more informations should

be collected about the Pros and Cons of supply chain management.

3)Source:

Some of the main sources of SCM are Time management, Regular

Customers, services provided to the customers. These sources should be maintained properly.

4)Inventory:

From the purchase of raw materials to the finished products that are reached to the customers hand through sales the invoice bill of inventory should be maintained properly.

5)Production:

The process of production should be planned well in advance, and

the goods that are supplied, the invoice bill should be maintained properly.

6)Location:

A suitable area or location should be selected for the product to be

sold. Based on the area and location the needed products should be selected for the business that gives profitability for the business.

7)Transportation:

The transportation vehicles either by air or by road for the business

should be maintained in a smoother manner.

8)Return of Goods:

There may be chances for faulty goods or malfunctioning of goods that provides bad impression among customers. The owner of the business should take responsibility for such grievances.

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5. CONCLUSION:

Supply chain management deals with the acquisition and conversion of materials to finished products which are delivered to the customer. It is a system of organizations that refers to the moving of a product from the retailer to the customer.

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