

A Study on Supply Chain Management Perception of Customer With Respect To The Organization

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Abstract- Every organization will have its own supply chain management. Some of them have more than one due to their necessities. Supply chain will plays major contribution in the business success. Organizations are wanted to competitive advantage on the product reachable to the customer. Hierarchy level of the firms also wants to decrease the incurring cost and increase the profits through proper use of supply chain management.

DEFINITION: Supply chain management (SCM) is the broad range of activities required to plan, control and execute a product's flow, from acquiring raw materials and production through distribution to the final customer, in the most streamlined and cost-effective way possible.

I. INTRODUCTION

- In Present day scenario, the competition between the organizations is huge. So the organizations have to make effective strategies to implement the supply chain activities properly.
- Supply chains encompass the companies and the business activities are to be acquire the raw materials from the suppliers, manufacturing in production unit and supplying the goods to the final customer.
- Every business will have one or more than one supply chain according to their availability.
- To meet the demand in the market the organizations have to choose proper supply chain.
- The organization can overcome the challenges by choosing appropriate supply chain in this competitive world.

IMPORTANCE

- Customer wanted the product to be delivered on time excepting the quality and quantity.
- Customers expect products to be available at the location without damages.
- Customers except the quality product from the company
- If the customer wanted after sales service should be provided by the supply chain members.

- Organizations can avoid unnecessary cost in supply chain activities by choosing appropriate supply chain.
- If the delivery of raw materials are done in time then the organizations can produce the production sufficiently to meet the demand.

PROCESS OF SCM

Supply chain management is a process used by the organizations to acquire raw materials from the suppliers and reaching the product to the customer. A Supply chain is the mixture of both inbound & outbound logistics. The supply chain management process consists of five stages which are in cyclic.

PLAN

The initial stage of the supply chain management process is the planning stage. In this stage the organization hierarchy level officials will develop the plan. The hierarchy level of the firms designs the supply chain considering the customer necessities, needs and profits. Every organization wants to competitive advantage by preparing the proper road map to meet the goals.

DEVELOP

After planning, the next step is develop. In this stage, the organizations will mainly focuses on building strong bond/relation with the suppliers. This involves not only identifying dependable suppliers but also determining different planning methods for shipping, delivery, and payment of the product.

MAKE

In this step the organization is focuses on manufacturing, so the third step of the supply chain process is also called as the manufacturing or making of the production. In this process acquired raw materials are converted in to the good /final product which will be satisfies the customer need or demand.

DELIVER

The fourth stage is the delivery stage. In this stage the products are delivered to the customer at the destined location by the supplier. In this stage the delivery of the product is to be done by the logistics, firstly the order is taken from the customer by the firm then the product is to be delivered to the customer to his location. In this stage the logistics are done from the organization or the third party ware houses /godowns where the product is safely supplied to the customer. After delivering the product the payment will be done by the customer.

RETURN

The last and final stage of supply chain management is known as the return. In the stage, if any product is damaged or defective piece is supplied then the customer will return the product to the supplier or manufacturer. In the place of defective piece other piece is replaced with it.

ADVANTAGES

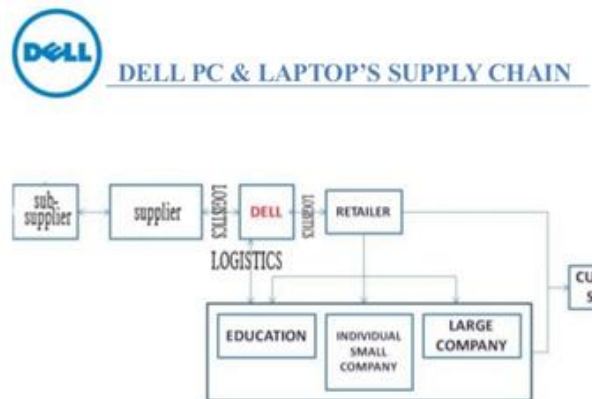
- Supply chain can be used to reduce the incurring cost in the organization.
- Supply chain can be helpful to control the inventory/stock
- Supply chain the benefit of control over the suppliers
- Supply chain is helpful to the product development by sharing the information with in the organization.
- Supply chain logistics are to be done safely to avoid the damages to the products.
- Supply chain is helpful for the customer for after sales services also.
- Supply chain will provide the proper information about the product to the customer.

CHALLENGES

- There will be miscommunication gap between the suppliers among themselves
- The feedback of the customer will be changes by the interruption of different levels of supply chain management.
- There will be misunderstanding the features of the product.
- The benefit on investment is difficult to measure.
- The costs are difficult to quantify.

EXAMPLE OF DELL SCM

It uses the power of the Internetto share and exchange Dell Computer is a leader in the e-commerce computer hardware market. It is an established brand that leads personal computer manufacturers both in U.S. sales and overall online sales. The Dell Direct model, a Web-enabled infrastructure that allows both corporate and individual customers to customize their PCs and order other products they need or desire. Information with suppliers and vendors to build a truly superior supply chain that keeps inventory turnover low and costs to a minimum.



CONCLUSION

- Supply chain helpful for the organization for the continuous flow of the product.
- If any problem /issue arises with the organization while producing the product or deliver can be easily solved by the planning of appropriate supply chain.
- Supply chain integration implies process integration.
- Supply chain is also helpful for the organizations to built good relations between the suppliers.
- Supply chain is the reason for the customer reach
- The product will be easily available for the customer by which the organizations will get the profits.

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