

A Study on Sustainable Supply Chain Management Practices In Restaurants With Reference To Thanjavur

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I. INTRODUCTION

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.

SCM encompasses the integrated planning and execution of processes required to optimize the flow of materials, information and financial capital in the areas that broadly include demand planning, sourcing, production, inventory management and storage, transportation -- or logistics -- and return for excess or defective products. Both business strategy and specialized software are used in these endeavors to create a competitive advantage.

Supply chain management is an expansive, complex undertaking that relies on each partner -- from suppliers to manufacturers and beyond -- to run well. Because of this, effective supply chain management also requires change management, collaboration and risk management to create alignment and communication between all the entities. In addition, supply chain sustainability -- which covers environmental, social and legal issues, in addition to sustainable procurement -- and the closely related concept of corporate social responsibility -- which evaluates a company's effect on the environment and social well-being -- are areas of major concern for today's companies.

II. RESEARCH METHODOLOGY

It is a systematic & scientific process of conducting research. It gives the researcher a framework within which the research has to be carried out.

III. RESEARCH DESIGN

A Research design is purely and simply the framework or plan for a study that guides the collection and

analysis of data. In fact, the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

- Type of Research
- Title of research
- Area of research
- Period of research
- Sampling techniques
- Data collection methods
- Tools used for analysis
- Problem Statement
- Limitations on the study

Type of research:

The research is descriptive in nature. It includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

Title of the research:

A Study on Sustainable Supply Chain Management Practices In Restaurants at Thanjavur.

Area of research:

The study is conducted in Thanjavur city.

Period of research:

The study is conducted from Dec 2019 to Feb 2020. The total Duration of the study is 3 months .

Sampling techniques:

Sample size for the study was selected on the basis of simple random sampling method, 102 restaurant employees

are randomly selected as sample from different places of Thanjavur City.

Data collection methods:

Data are collected from both primary & secondary sources. Primary data are collected through structured questionnaire and secondary data are collected from official website of the company, journals, articles, textbooks, etc..

Questionnaire Design:

Questionnaire contains Demographic and socio economic profile of the respondents, various attributes & factors related to product awareness is used in the Questionnaire, some open ended, close ended & rating questions were used to know awareness level of consumers.

Tools used for analysis:

The following statistical tools are used for data analysis.

- Simple Percentage Analysis
- Chi Square
- ANOVA
- Correlation

C. Chi Square

Hypothesis:

Null hypothesis:

There is a relationship between techniques using to overcome the competition and SCM is the backbone of management.

Calculated value of $\chi^2 = 31.016$

Degree of freedom = $(R - 1) \times (C - 1) = (5-1) \times (5-1) = 16$

The table value of χ^2 for 4 degree of freedom at 5 per cent level of significance is 26.3

Conclusion:

Calculated value of chi square is more than the table value, so the null hypothesis is rejected. Hence it is concluded that there is no significant relationship between techniques using to overcome the competition and SCM is the backbone of management.

D. ANOVA

Hypothesis:

Null hypothesis:

There is a relationship between backbone of the business and age of the respondents.

Conclusion:

calculated F value is 4.97 and F critical value 3.86 so calculated value is more than the table value so Null is rejected .hence it is concluded that there is no relation between backbone of business and age.

E. CORRELATION:

Calculation value is 0.816 and so I concluded that backbone of the business and age of the respondent are positively correlated.

IV. FINDINGS

- Based on the findings of the study, 69 percent respondents are male and 31 percent respondents are female. According to the analysis most of employees in the concern are male.
- Majority of says 53 percent are in between 20-30 years of age, 14 percent are in between 40-50 years of age, 25 percent are in between 3-40 years of age and 8 percent are above 50 age limit. Based on the survey most them are between 20-30 years of age.
- Majority of the respondents says 59 percent are married and 41 percent are single. Based on the survey most them are between married.
- Majority of the respondents says 41 percent are manager, 23 percent are stores incharge, 27 percent are chef, 10 percent on others. Based on the survey most them are managers.
- Majority of says, 45 percent are in between 2-5 years of working experience, 31 percent says up to 2 years of working experience, 16 percent says 5-10 years of working experience, 6 percent says less than 1 year of working experience, and 2 percent says more than 10 years of working experience. Based on the survey most them are between 2-5 years of working experience.
- Majority of says 45 percent are working in administration, 20 percent are finance, 24 percent are from marketing and 11 percent are from other department. Based on the survey most them are between working in Administration.
- Majority of says 39 percent are neutral satisfaction, 37 percent are satisfied, 12 percent are highly satisfied, 12 percent are dissatisfied. Based on the survey most them are between satisfaction levels neutral. (Job satisfaction)

- Majority 59 percent says production issues, 24 percent says supplier's level issues, 8 percent says customer issues, 6 percent says operations then finally issues and 4 percent says dealer issues. Based on the survey most them are between production issues.
- Majority of says 61 percent quality improvements, 18 percent says customer satisfaction, 10 percent says technology updating, 7 percent says problem solving and 4 percent says friendly approach. Based on the survey most them are between competing strategies over come quality improvements
- Majority of says 53 percent availability of home delivery services no and 47 percent says availability of home delivery services yes. Based on the survey most them are between availability of home delivery services no.
- Majority of says 49 percent four wheeler mode of transportation, 33 percent says three wheeler mode of transportation, and 18 percent says two wheeler mode of transportation. Based on the survey most them are between four wheeler modes of transportation
- Majority 53 percent says 3-5 years of during business. 37 percent says 1-3 years of during business, 8 percent says 5-7 years of during business and then 2 percent says more than 7 years of during business. Based on the survey most them are between 3-5 years of during business.
- Majority 56 percent involved in individual and 44 percent are partnership. Based on the survey most them are between joint venture businesses
- Majority 67 percent using procurement of raw material process in rural areas, 31 percent using procurement of raw material process in urban areas, 2 percent using procurement of raw material process in semi-urban areas. Based on the survey most them are between using procurement of raw material process in rural areas
- Majority 45 percent maintenance of stocks is better, 35 percent maintenance of stocks best, 20 percent maintenance of stocks neutral. Based on the survey most them are between maintenance of stocks is better.
- Majority 37 percent duration of storage of goods 2 weeks – 1 month, 35 percent duration of storage of goods 1-2 days, 22 percent duration of storage of goods 2 weeks – 1 month and 5 percent duration of storage of goods 1-3 days. Based on the survey most them are between duration of storage of goods 2 weeks – 1 month
- Majority 53 percent says agree, 31 percent says neutral, and 16 percent says strongly agree. Based on the survey most them are between backbones of business agree.

V. SUGGESTIONS

- Try to improve customer satisfaction.

- providing welcome drink for customers .
- Based on maintaining a better quality.
- Based on taste and preferences for foods and beverages .
- Improving storage for perishable goods.
- Providing heater and air conditioner facilities based on seasons
- Avoiding plastic products.
- Providing organic foods.
- Make a calculated investments.
- Separate place for disposing the waste.
- Maintaining a good environment and ambience.

VI. CONCLUSION

The integration of sustainability issues into restaurant mid-term and long-term goals demands that a careful balance be achieved between the needs of internal and external pressures. This is essential to maintain or improve corporate sustainability performance.

Strategic perspectives of corporate sustainability management to develop a sustainable organization. Both external pressure and internal strengths and weaknesses need to be considered when attempting to integrate sustainable development issues into strategic planning .

How to become a sustainable restaurant. A restaurant sustainability strategy integrates social and environmental dimensions into the strategic management process and highlights the strategic position of a company with regard to sustainable development. Strategic perspectives of corporate sustainability management to develop a sustainable restaurant.

From a theoretical viewpoint, this study contributes to the literature on the relationship between sustainable supply chain by contrasting the effect of the external and internal pressure using quantitative data. In this study, the issue of strategic sustainability orientation was examined based on both external and internal drivers. External and internal drivers were compared regarding their effects on sustainability strategies.

The study showed that internal drivers are more important than external drivers in moving towards the concepts of sustainability in the supply chain. There are laws, government pressure, social pressure, and external drivers in environment but, the results of this study show that in Iran these drivers are not successfully implemented unless a change in the attitude of top managers is created. Furthermore, simultaneous approach to the issue of sustainability regarding internal and external drivers is another feature of this study

because in most previous studies the issue of sustainability is studied from the perspective of environmental drivers. Strategic perspectives of corporate sustainability management to develop a sustainable restaurant.