

**RESEARCH PROJECT**

**ON**

**SUPPLY CHAIN  
MANAGEMENT**



**FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT  
FOR THE AWARD OF**

**BACHELOR OF BUSINESS ADMINISTRATION  
(Logistics)**

**UNDER THE GUIDANCE OF:**  
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**SCHOOL OF BUSINESS, GALGOTIAS UNIVERSITY**

## **Certificate from Faculty Guide**

This is to certify that the project report, “**Supply Chain Management Office Bazar**” has been prepared Mr. Gunjan Gupta under my supervision and guidance.

The project report is submitted towards the partial fulfillment of 3 year, Full time Bachelor of Business Administration. (Logistics & SCM)

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Name and Signature of Faculty

Date: 26<sup>th</sup> March, 2021

## **DECLARATION**

I, GUNJAN GUPTA Admission No. 18SLAM1010017 student of BBA of School of Business, Galgotias University, Greater Noida, here by declare that the project on **Supply Chain Management in Office Bazar** is an original and authenticated by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institute for the award of any degree or diploma.

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## **ACKNOWLEDGEMENT**

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## ***PREFACE***

Management education talks of synchronizing the theoretical studies with practical application in the most effective way. The training figure prominently in the course curriculum as it imparts practical knowledge to the student aspiring to accomplish professional insight. It actually gives a feel about what is happening in life and industry around. It grooms an individual to find himself fit in the corporate world. Students eventually come out with much confidence, knowledge and matured attitude and outlook.

In today's competitive world, Marketing Research forms a key player. To me, it is an orderly and insightful process of thinking about and planning for the market. This process is applicable to more than just goods and services. I think that anything can be researched – ideas, events, organization, place, personalities etc. and that motivated me to choose this as a specialized subject. This particular process starts with entering deep inside the relevant market place to understand its dynamics and to identify opportunities to meet the felt or infelt needs.

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# CHAPTER ONE

## OBJECTIVE OF THE STUDY

In this project report of mine I would be focusing my attention on some of the important objective that would also be the part of my study. The following are the objectives:

- To study channel of distribution of Office bazaar.com;
- To study application of Information Technology in Supply Chain Management of Office Bazar in internet age.
- To find out satisfaction level of supply chain management planning;
- To find out the coordination among different departments through supply chain management in managing the demand uncertainty;
- To know the factors effecting the decision regarding supply chain management.

# CHAPTER TWO

## *INTRODUCTION*

### INTRODUCTION

### INTRODUCTION

**Welcome to the exciting world of supply chain management.** It is a **buzzword** probably used for the first time by the consultants in the 1980's and later analyzed by the business community. In simple terms supply chain management link all the supply interacting organization in an integrated two way communication system to manage high quality inventory in the most effective and efficient manner.

As such supply chain management is a network of facilities and distribution options that perform the function of procurement of material transformation of these materials into intermediate and finished good and finally the distribution of these goods to the end user. The supply chain exists both in the service and manufacturing sector, although the complexity of chain may vary greatly from industry to industry and from firm to firm.

It has always being a part of front line defense and offence in order to improve the bottom line through reduces cost. It has a powerful impact on the organization return on assets than any other business function.

Although at times it has been argued that individual function should be the driver of chain but practitioner, academics has recognized that a carefully develop cross functional supply management team are the key to successful supply chain and supply networks.

As such it include internal and external function along with suppliers, involved in the identification and fulfillment of needs for material , equipment , services in an optimized fashion. It basically comprise of four principle phase:

(1). Generation of requirement, (2). Sourcing, (3). Pricing, (4). Post – award activities



Realistic supply chains have multiple end products with shared component, facilities and flows. However the flow of material is not always along a deemed network, various mode of transportation may be considered. As such LG Electronics a south Korean consumer electronic concern continue to implement web – based supply chain management software to increase efficiency as they did by adding ‘Service Bench’ customer service and wanting software to organize and track 1700 service companies and a wide range of products.

Office Bazar.Com supports successful execution of supply chain management through the exchange of technology and strategic alliance by incorporating strategic collaboration with professional consulting companies and core technology vendors. Office Bazar.com has the capability to be a collaborative partner for the entire supply chain management.

On the whole Big Bazar proposes solution that best suits the need of the customer with the past experience in executing projects in various industries. Office Bazar.com help to generate practical business value of supply chain management, a strategic management activity to dramatically reduce the cost and maximize the sales revenue by integrating internal a well external value chain for providing products and services to customer, and as such it focus its attention on strategic activities.

# SUPPLY CHAIN MANAGEMENT

## **Introduction:-**

A supply chain is a network of facilities and distribution options that performs the functions of procurement of materials, transformation of these materials into intermediate and finished products, and the distribution of these finished products to customers. Supply chains exist in both service and manufacturing organizations, although the complexity of the chain may vary greatly from industry to industry and firm to firm.

Below is an example of a very simple supply chain for a single product, where raw material is procured from vendors, transformed into finished goods in a single step, and then transported to distribution centers, and ultimately, customers. Realistic supply chains have multiple end products with shared components, facilities and capacities. The flow of materials is not always along an arborescent network, various modes of transportation may be considered, and the bill of materials for the end items may be both deep and large.

Traditionally, marketing, distribution, planning, manufacturing, and the purchasing organizations along the supply chain operated independently. These organizations have their own objectives and these are often conflicting. Marketing's objective of high customer service and maximum sales dollars conflict with manufacturing and distribution goals.

Many manufacturing operations are designed to maximize throughput and lower costs with little consideration for the impact on inventory levels and distribution capabilities. Purchasing contracts are often negotiated with very little information beyond historical buying patterns. The result of these factors is that there is not a single, integrated plan for the organization--- there were as many plans as businesses. Clearly, there is a need for a mechanism through which these different functions can be integrated together. Supply chain management is a strategy through which such integration can be achieved.

Supply chain management is typically viewed to lie between fully vertically integrated firms, where a single firm, and those own the entire material flow where each channel member operates independently. Therefore coordination between the various players in the chain is key in its effective management.



**Supply chain management in Indian context:-**

Supply Chain Process	Common Indian Practice	Common International Practice
1. Initiative for SCM improvement	<ul style="list-style-type: none"> <li>• More than half of the respondents had initiated SCM</li> </ul>	<ul style="list-style-type: none"> <li>• One-third of the respondents initiated this exercise internally.</li> </ul>

	<ul style="list-style-type: none"> <li>• Improvements or were planning to do so in the following manner</li> <li>• About half of the respondents formed internal working groups for this purpose</li> <li>• External consultants were called in by one-third of the respondents</li> <li>• Benchmarking studies were conducted by one-third of the respondents</li> </ul>	<ul style="list-style-type: none"> <li>• A third of the companies based this on customer initiatives.</li> <li>• One-sixth of the respondents did this to meet competition.</li> </ul>
2. Need for improving customer satisfaction	<ul style="list-style-type: none"> <li>• Most of the respondents, across industries, rate this as the most important objective</li> </ul>	<ul style="list-style-type: none"> <li>• Majority of the respondents had this as a priority</li> </ul>
3. Benefits of SC implementation	<ul style="list-style-type: none"> <li>• Majority of the respondents, who have undergone SC implementation, claim savings upto 25-50% except in FMCG and C&amp;F industries, who claim less than 25%</li> </ul>	<ul style="list-style-type: none"> <li>• Best practice SCM companies have costs half that of other companies.</li> </ul>
4. Bottom-line benefits realized by companies participating in an integrate SCM exercise	<ul style="list-style-type: none"> <li>• Benefits cited from SCM implementation and number of respondents benefiting from the same</li> <li>• Integration of processes with customers and suppliers – about half the sample size</li> <li>• Reduction in cycle time: of third of sample size</li> <li>• Improved productivity: One-fourth of sample size</li> </ul>	<ul style="list-style-type: none"> <li>• Cash to order cycle time: Half the median companies;</li> <li>• Inventory days of supply: Half of the median companies</li> <li>• Meeting promised delivery dates: 17% more than median companies</li> </ul>
5. Measure of Benefits realized by companies participating in an integrated SCM	<ul style="list-style-type: none"> <li>• Reduction in WIP: 45%</li> <li>• Overall reduction in inventory: 34%</li> <li>• Improvement in on-time delivery: 33%</li> </ul>	<ul style="list-style-type: none"> <li>• Inventory reduced by half</li> <li>• On-time deliveries improved by a factor of one and half times</li> <li>• Nine times reduction in out-of-</li> </ul>

exercise	<ul style="list-style-type: none"> <li>• Increase in customer base: 30%</li> <li>• Increase in sales revenue: 23%</li> </ul>	<p>stock rates</p> <ul style="list-style-type: none"> <li>• Revenues increased by one fifth</li> </ul>
6. Use of a Benchmarking Model	<ul style="list-style-type: none"> <li>• Second most important tool in use after TQM</li> </ul>	<ul style="list-style-type: none"> <li>• One third of respondents were using a benchmarking model mostly developed in-house</li> <li>• Majority of them undertook 2 to 6 projects a year</li> <li>• Benchmarking considered compatible with TQM, strategic planning and BPR in that order</li> </ul>
7. Key outsourcing opportunities	<ul style="list-style-type: none"> <li>• Transportation, warehousing, manufacturing and IT</li> </ul>	<ul style="list-style-type: none"> <li>• Logistics, marketing and manufacturing</li> </ul>
8. Time spend on logistics activities	<ul style="list-style-type: none"> <li>• Relative time spent -</li> <li>• <u>High</u>: Order fulfillment, customer service, quality assurance</li> <li>• <u>Medium</u>: Inventory mgmt, demand forecasting, distribution</li> <li>• <u>Low</u>: transportation, distribution</li> </ul>	<ul style="list-style-type: none"> <li>• % time spend –</li> <li>• Warehousing: 14.9%</li> <li>• General Mgmt: 14.5%</li> <li>• Traffic mgmt: 14.1%</li> <li>• Inventory logistics: 8.2%</li> <li>• Inventory control: 8.1%</li> </ul>
9. Order fulfillment rates by industry	<ul style="list-style-type: none"> <li>• Over 90% service levels observed typically in FMCG for other industries, this is between 50-90%</li> </ul>	<ul style="list-style-type: none"> <li>• Chemicals and pharmaceuticals – 90%</li> <li>• Consumer packaged goods – 97%</li> <li>• Computers, electronics and telecom – 94%</li> </ul>
10. Use of ERP, SCM	<ul style="list-style-type: none"> <li>• No proper packages in use except for some home grown models for specific processes</li> </ul>	<ul style="list-style-type: none"> <li>• 20% of sample use ERP</li> <li>• 18% of sample use SCM software</li> </ul>
11. Use of EDI	<ul style="list-style-type: none"> <li>• 5% had EDI linked with their suppliers and only 4% had EDI links with customers</li> <li>• more than third expected to have EDI</li> </ul>	<ul style="list-style-type: none"> <li>• 60% of the companies had links to customers or suppliers or both</li> </ul>

	links with supplier in the next 3 years	
12. Use of bar coding as a SC technology	• So far favored by the auto and engineering industry	• Usage prevalent amongst three fourth of the respondents

(Source: Global survey of Supply chain management practices – by KPMG)

### **Supply Chain Decisions:-**

We classify the decisions for supply chain management into two broad categories A which are defined here by:.

#### **✓ Strategic Decision:**

As the term implies, strategic decisions are made typically over a longer time horizon. These are closely linked to the corporate strategy (they sometimes the corporate strategy), and guide supply chain policies from a design perspective.

#### **✓ Operational Decision:**

operational decisions are short term, and focus on activities over a day-to-day basis. The effort in these types of decisions is to effectively and efficiently manage the product flow in the "strategically" planned supply chain.

There are four major decision areas in supply chain management:

- Location,
- Production,
- Inventory, and
- Transportation (distribution), and there are both strategic and operational elements in each of these decision areas.

### ✓ **Location Decisions**

The geographic placement of production facilities, stocking points, and sourcing points is the natural first step in creating a supply chain. The location of facilities involves a commitment of resources to a long-term plan. Once the size, number, and location of these are determined, so are the possible paths by which the product flows through to the final customer. These decisions are of great significance to a firm since they represent the basic strategy for accessing customer markets, and will have a considerable impact on revenue, cost, and level of service. These decisions should be determined by an optimization routine that considers production costs, taxes, duties and duty drawback, tariffs, local content, distribution costs, production limitations, etc. Although location decisions are primarily strategic, they also have implications on an operational level.

### ✓ **Production Decisions**

The strategic decisions include what products to produce, and which plants to produce them in, allocation of suppliers to plants, plants to DC's, and DC's to customer markets. As before, these decisions have a big impact on the revenues, costs and customer service levels of the firm. These decisions assume the existence of the facilities, but determine the exact path(s) through which a product flows to and from these facilities. Another critical issue is the capacity of the manufacturing facilities--and this largely depends the degree of vertical integration within the firm. Operational decisions focus on detailed production scheduling. These decisions include the construction of the master production schedules, scheduling production on machines, and equipment maintenance.

### ✓ **Inventory Decisions**

These refer to means by which inventories are managed. Inventories exist at every stage of the supply chain as either raw material, semi-finished or finished goods. They can also be in process between locations. Their primary purpose to buffer against any uncertainty that might exist in the supply chain. Since holding of inventories can cost anywhere between 20 to 40 percent of their value, their efficient management is critical in supply chain operations. It is strategic in the sense that top management sets goals. However, most researchers have approached the management of inventory from an operational perspective. These include deployment strategies (push versus pull), control policies --- the determination of the optimal levels of order quantities and reorder points, and setting safety stock levels, at each stocking location. These levels are critical, since they are primary determinants of customer service levels.

### ✓ **Transportation Decisions**

The mode choice aspects of these decisions are the more strategic ones. These are closely linked to the inventory decisions, since the best choice of mode is often found by trading-off the cost of using the particular mode of transport with the indirect cost of inventory associated with that mode. While air shipments may be fast, reliable, and warrant lesser safety stocks, they are expensive. Meanwhile shipping by sea or rail may be much cheaper, but they necessitate holding relatively large amounts of inventory to buffer against the inherent uncertainty associated with them.



**Top 5 supply chain parameters:-**

<b>Logistics parameters</b>	<b>Key information required</b>	<b>Supply chain element</b>	<b>Key SCM Enablers</b>
1. Order fulfillment & replenishment	Primary sales, stock at various levels of the chain	Inventory visibility, retail level data	IT; integrated, standardised data flow; bottom up aggregation of information
2. Inventory management	Stock levels; ageing, sales v/s production & stock, possibility of sales promotions	Inventory visibility across the chain, mfg. sites and warehouses	ERP systems, bar coding,
3. Forecasting	Sales – historical, current trends, likely off take estimates; current inventory level	Data aggregation, forecasting software, flexible manufacturing	Data capture at all stages; ERP system, statistical analysis ability
4. Distribution reach	Retail universe, sales returns of territory, mix of retail outlet, product sales, distributors, C&FAs etc	Replenishment/inventory management, freight mix, packaging, unitisation, GIS	IT, personnel management, goods allocation (ERP) system
5. Transport management	Number and mix of transports used; freight costs, alternative freight costs, % loading, transit time, idle time, delivery time	Tracking, palletisation freight, scheduling, increase truck loading, same day dispatch, transit times	Larger truck sizes, warehouse locations, third party providers, third party units (TPUs)

## **CHAPTER THREE**

### **SCOPE AND LIMITATION OF THE STUDY**

A study is usually done with the intention to explore something new or to add a few new things to the already existing study or research. As such when the study is done various difficulties are to be faced in collecting information and other things which ultimately leads to its own advantages and drawbacks.

My research work was a great exposure to me because I have to undergo stress and at the same time experience the actual hardship that it needs to collect information. Some of the hardship which I faced is as follows:

1. Owing to the limitation of time factor research was not been done extensively as required;
2. Most of the information collected is from the secondary data;
3. Respondents at times were hesitant in giving information as they feel it is leakage of companies information;
4. The sample size was taken small, because of time and cost factor involved in it;

The primary data is collected only through the middle management without the contribution of the lower management due to their hectic schedule.

# CHAPTER FOUR

## OVERVIEW OF THE TOPICS COVERED

- INFORMATION ENABLED SUPPLY CHAIN MANAGEMENT IN OFFICE BAZAR.COM IN INTERNET ERA
  
- SUPPLY CHAIN MANAGEMENT STRUCTURE IN OFFICE BAZAR
  
- SUPPLY CHAIN MANAGEMENT WITH OTHER DEPARTMENTS OPERATIONAL DYNAMICS
  
- CUSTOMER FOCUS IN SUPPLY CHAIN MANAGEMENT FACING THE DEMAND UNCERTAINTY

# Information Enabled Supply Chain Management in Office Bazar.Com

## 1.1 INTRODUCTION

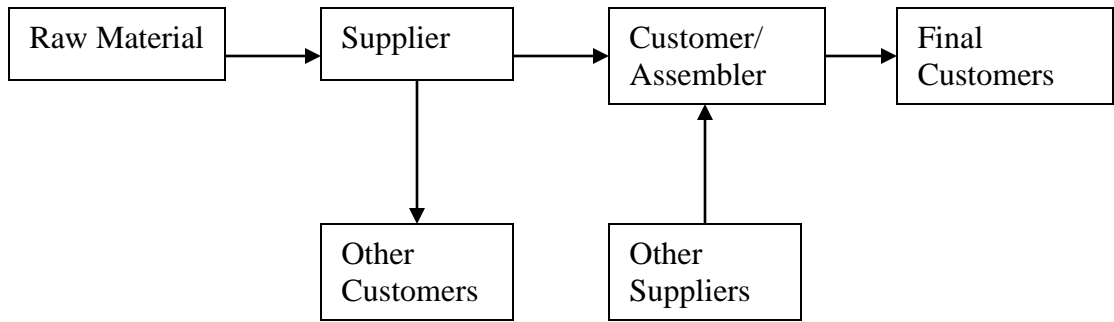
The focus of management has changed over the time. The business thinking of 70's and 80's related to strategic planning and portfolio approach has dramatically changed. Flexibility and responsiveness has become key business drivers for the 21st century, forcing business to orient themselves along process instead of functions. Managing complex situation effectively on a real time basis for business information has become critical.

Information technology has helped in making the supply chain faster, flexible and responsive. As such Office Bazar.com needs to invest in information technology to make its supply chain more result oriented and challenging. Various flows in supply chain such as material, information and money can be effectively managed through information technology.

It is this aspect of management that the use of information technology has assumed greater significance.

Further in Office Bazar.com supply chain management enabled by advance technology aims at developing a technical infrastructure, linking technology and people in an effort to align advantageous information technology with the capability of organizing and facilitating customer satisfaction.

LG also aim at leveraging information tool to address the business concern relating to flexibility, quality, responsiveness and edging towards agility.



**Typical model of supply chain management**

**Fig.4.1**

## 1.2 ELECTRONIC COMMERCE (E – COMMERCE)

The internet era has revolutionized commerce, making e-commerce a reality. The factors that have contributed to the success of e-commerce, are lower purchasing cost, reduction of inventories, effective customer service, marketing and sales etc. Now the time has come for the paper based business to give way to electronic business when supplier and customer will transact electronically. This would help in reducing cost, price, and increasing savings.

Office Bazar.com has tried to make an effective use of e-commerce. With the help of it, it is able to display variety of its product available on the internet for the convince of the customer. This would be advantageous in two ways –

- Firstly the customer would be able to know about the product;
- Secondly it can transact purchase without actually going to the market place for its purchasing;

As such LG has tried to use three important dimension of e-commerce in his day to day activities. These are as follows:

- Reach is about access and connection. It simply means as to how many customer a business can access or how many products it can offer;
- Richness is the depth and detail of the information that the business gives the customer or collects about the customer;
- Affiliation is about whose interest in business it represents. That is e-retailers with navigational function are shifting their affiliation towards customer;

### **1.3 Application of E – Commerce in supply chain management in LG Electronics**

#### **Marketing and Sales**

On line product information  
Electronic selling  
Product offerings/e-supermarkets  
Point to point warehousing

#### **Procurement/Logistics**

Electronic bidding  
Low cost transportation  
Point to point selling

#### **Customer service**

Repair/return/replacement  
On site fixing  
Technical support  
Product usage information

#### **Inventory Management**

High visibility  
Removal of obsolete items  
Online status information  
on inventory  
Spot selling of items



## **1.4 ELECTRONIC DATA INTERCHANGE (EDI)**

EDI is interring organizational exchange of business documentation in a structured machine process able form. It consists of standardized electronic message formats for common business documents such as request for quotation, purchase orders etc. These electronic transactions set the computer in one company /organization to communicate with the computer in the other organization without actually producing paper documents.

Use of EDI in Office Bazar.com ' helps in providing various functions. The basic function is to provide compatibility between different systems that is easy and direct exchange of information. The second function is of store and forward. This means that orders will be sent but it will be received by the supplier as per the agreement which can be weekly or monthly. The third and the final function performed by EDI in Office Bazar.com id that of Application support

As such we can say if Office Bazar.com implement EDI properly and utilized it efficiently it can add speed and efficiency to business process enabling the organization to maximize resources and minimize waste and increase customer satisfaction

## 1.5 Benefits of various Information Technology Elements

### 1.6 INTRANET/EXTRANET

<u>IT Element</u>	<u>Operations</u>	<u>Results in</u>
EDI (Exchange Data Interchange)	<ul style="list-style-type: none"> <li>• Inter organizational exchange of business documentation</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced transaction cost and time</li> <li>• Optimized Inventory</li> <li>• Improved decision making</li> <li>• Increased accuracy</li> <li>• Improved customer service</li> </ul>
Intranet	<ul style="list-style-type: none"> <li>• Distribution of information within an organization</li> </ul>	<ul style="list-style-type: none"> <li>• Common process for multiple functions</li> <li>• Two way communication between different parts of the plant</li> </ul>
Extranet	<ul style="list-style-type: none"> <li>• Information transaction among the clients, partners and customer</li> </ul>	<ul style="list-style-type: none"> <li>• Eliminate user interface proliferation</li> <li>• Enhance overall performance</li> <li>• Real time feedback</li> </ul>
E – Commerce		<ul style="list-style-type: none"> <li>• Create new revenue streams and grow</li> <li>• Trim both transactional and overhead costs</li> <li>• Improve customer service</li> </ul>

Competitive pressures are ever increasing in global manufacturing environment. Intranet is a means of distributing information. It allows real time feedback to flow from the manufacturing area to design and engineering groups. An intranet allows internal users to access data from external sources, while restricting access to it from those outside.

The benefits that intranet provide to LG Electronics are as follows:

- ❑ It facilitates two way communication between the manufacturing floor and the areas of the plant;
- ❑ It allows distribution of many categories of information. These can be presented with a common look and feel , eliminating user friendly proliferation;
- ❑ It ensures a common process for multiple function and enhance overall performance.

## **Supply Chain Management in Office Bazar.Com**

## ***SUPPLY CHAIN MANAGEMENT IN retail sector***

### **1 OVERVIEW OF RETAIL SECTOR**

#### **The Retail Sector**

Retailing, with total sales of \$6.6 trillion, is the world's largest private service industry. Over 50 of Fortune 500 companies, and around 25 of the Asian top 200 companies, are retailers. The industry accounts for over 8% of the GDP in the Western economies. Retail is also one of the world's largest employers, accounting for 16% of the US workforce..

#### **Trends in International Retail Industry**

Retailing has shifted from small to large format stores

Large stores offering one-stop shopping convenience, better shopping ambience and wider assortments have gained acceptance across the world. Consumers tend to favor retailers that offer either cost advantages or superior service – large formats can deliver both. As a result, stores have gotten bigger and offer better customer appeal, but at the same time, have achieved better sales per unit area, thus improving profitability.

#### **Market is concentrated in the hands of a few retailers**

Compelling economics of consolidation has driven expansion of retail chains- leading to increasing concentration of the market with a few players. Interestingly, across the world it is the first mover and the local retailer that has gained maximum market share and mind share of the consumer. While some large retailers (Wal-Mart, Carrefour etc.) are expanding globally, yet local chains continue to be dominant players.

#### **Focus on technology to reduce cost and improve efficiency**

Retailing efficiency is derived from effective sourcing, economies of scale and implementation of logistical best practices through extensive deployment of Information Technology. Large chain retailers like Wal-Mart are able to manage increasing complexities of multiple location presence while achieving scale economies only due to Extensive investments in IT and logistics.

#### **Growth of Private Label**

Private label of the retail stores are growing much faster than national manufacturers brands. Store labels help boost profitability while delivering lower prices to customers. Internationally leading chains derive 30-40% of sales from private labels.

## **Organized Retail in India**

India has a huge retail market of around 10 million retail stores. The market size is currently estimated at about US\$200bn per annum accounting for 10-11% of India's GDP. The retail sector generates 6% of total employment in India

## **Retailing in India is highly fragmented**

However retailing in India is highly fragmented and is dominated by the unorganized sector consisting of small individual proprietor stores. The average size of a retail outlet in India is less than 500 sq ft, reflective of the exceptionally fragmented nature of the industry in the country. Only 2% of retail sales in India flow through modern formats such as the supermarkets and specialty chains. Less than 1% of food and 8% of nonfood categories, such as apparel, watches and Jewellery, are sold through department stores or specialty chains. The traditional formats still dominate accounting for 98% of retail

## **Huge growth potential**

India trails way behind the world average in terms of per capita retail sales (US\$220 in 2006 as compared to the world average of US\$ 2,150), reflecting the huge potential of the sector. The retail market itself is expected to witness an exponential growth with rising income levels. There is also a huge potential for expansion of organized retail, which currently accounts for a minuscule US\$4bn of the US\$200bn Indian retail market.

The share of the organized pie is expected to double over the next few years.

## **Key factors that will drive growth of organized retailing:**

- Rising Urbanization
- Higher disposable incomes
- Growing consumerism
- Nucleus family structure
- Growing number of educated and employed women population
- Media proliferation and rising awareness level

### **Exhibit 6: Share of organized retailing in various segments**

Share of Branded Share of various segment

	Estimated	share in mkt size (Rs bn)	share in Organized Retail
Food & Grocery	6,700	3.9%	0.3%
Apparel	620 20.	2%	8.1%
Durables	360 51.	4%	4.2%
Jewellery /Watches	360 13.	9%	6.9%
Home Furnishings	260 3.	8%	1.9%
Beauty Care	185 18.	9%	0.0%
Pharmacy	185 94.	6%	2.7%
Footwear	90 38.	9%	22.2%
Books, Music, Gifts	75 46.	7%	6.7%

**Food & Groceries** is the largest item of consumption in the Indian Consumer's private consumption expenditure, accounting for almost 50% of his share of wallet. And yet it has a minuscule share of 0.3% in organized retailing. The kirana or the general stores is the most common outlet for food products in India, though other formats like supermarkets also exist. The food business is very low margin but high stock-turn business model and efficient sourcing capabilities and logistic management is the key

to success in this segment. The major players in this segment are Office Bazaar, Canteen

stores, Food World, Subhiksha and Food Bazaar.

Source : Industry

**Apparel Retailing** is the country's second largest opportunity for the organized retailers. The clothing market is highly fragmented, with numerous players operating across a wide variety of formats. Branded apparel accounts for only 20% of the total apparel market. . Men's clothing currently accounts for 70% of all branded apparel sales as compared to 22% of children's wear and 8% of women's wear. The structure of apparel retail has changed dramatically in the recent past with the growth of large

multi-brand apparel outlets and manufacturer brand-led chains. Like in the west, specialty stores that have begun to grab market share in India.

**Consumer Durable** segment is the most organized retail segment in the country. Most of the corporates in this segment have a network of exclusive stores (manufacturerretailer) which is operated on either owned or franchise model. There is a parallel network of authorized dealers that co-exists in this segment. More recently, single large stores have come up across the country like Chennai's Spencer's or Sony Mony or Sumaria in Mumbai.

## **India is at an inflection point**

International experience shows that it typically takes 10-15 years for organized retail to mature. As per A T Kearney, India in terms of purchasing power parity is at the same stage as south-east Asia had been in the early 1990's when the organized retail sector had taken off there. According to A T Kearney, India is on the verge of a retail revolution. The organized market is expected to rise from the current 3% (US \$4bn)

Of the retail pie to 7%(US\$ 12bn) by 2007.

## **Emerging trends in organized retailing**

Over the last five years, a number of large business groups such as Tata's, RPG, Raheja's and Piramal's has set up stores/malls and built businesses within retail. These include the Rs1.9bn Food World - a leading supermarket chain set up by RPG; the Raheja's Rs1.8bn Shopper's Stop - a multi-brand departmental outlet and the Crossroads Mall set up by the Piramal's. While many of these initiatives were initially driven by the need to use existing real estate, they are beginning to assume the contours of a serious business today.

Fuel retailers, notably BPCL and HPCL are also expanding their presence from fuel retail to grocery and convenience stores. Suitability of location, optimal utilization of real estate, diversifying business to reduce reliance on the commodity nature of fuel retail business and improve margins are the key factors that has lead fuel majors to enter into the retailing.

Also, existing family owned businesses are expanding their businesses. The more successful of them are the Nilgiris - a Bangalore base food retailer, Viveks - a 40-year old Chennai based chain selling consumer durables and Narula's - the food chain in North India.

Interestingly, manufacturers are also looking for forward integration and are building chains around brands. Brands in apparel, footwear and durables have driven the growth of specialty chains and upgraded existing multi-brand outlet.



**Supermarkets/Hypermarkets:** These are large (20,000 square feet plus) self-service stores selling a variety of products at discounted prices. Supermarkets tend to be located in key residential markets and malls, and offer competitive prices due to economies of scale in logistics and purchasing. This format is new to India with few noticeable players such as Foodworld, Nilgiri's and Subhiksha.

**Department stores:** These large stores primarily retail non-food items such as apparel, footwear and household products. They stock multiple brands across product categories, though some of them focus on their own store label (e.g., Marks & Spencer's St. Michael). Several local department store chains have opened shop in India in the past 5 years (e.g., Shoppers Stop, Westside and Ebony).

**Specialty chains:** These retail outlets focus on a particular brand or product category, usually non-food items, and are located on high streets and in shopping malls. While most specialty chains compete on service, a segment called "category killers" offers price as an advantage (Toys 'R' Us is a good example of a category killer). This format has seen the highest levels of adoption in India, with several chains establishing a strong presence, typically through franchising, e.g., Benett

**Urban counter stores:** These small family-run stores dominate food and non-food retailing and are found in both residential and commercial markets in towns and cities. The food stores stock a wide range of branded and unbranded food items. They typically have a loyal clientele bound to them by personal relationships and the convenience of credit and home delivery. Non-food counter stores typically stock multiple local brands

## 2.4 STRATEGIC SUPPLY CHAIN MANAGEMENT IN OFFICE BAZAR.COM

The term strategy has been derived from the word ‘strategos’ which means “generalship”. In olden days it was more used in wars but with passage of time it know been implemented in all spheres whether it is management, planning etc. Without a well thought strategy an organization can not think of making big because of the growing competition and improved and better ways of production.

As such the strategy used by Office Bazar.com is **Shorter product life cycle, improved quality, faster delivery lower price**, which have define its success. It is based on the formula:

**Competitiveness = competitive assets x competitive process**

Where competitive assets include technology, infrastructure, government institution etc and competitive process include quality customization etc. Office Bazar.com try to build infrastructure in order to establish compatibility with the production and marketing structure and improve process. Logistic within the supply chain is the art and science of obtaining, producing, distributing etc in the proper place and in proper quantity. Beside this some of the important imperatives for the supply chain strategy are as follows:

- Emergence of global sourcing as a viable strategy;
- Global network of manufacturing and marketing;
- Global business process revolution and global process transfer;
- Shifting patterns of competitive advantage;
- Emergence of integrated enterprise of management system architecture;
- General trend towards integrated solutions.

## **2.5 MAJOR TRENDS IN SUPPLY CHAIN MANAGEMENT**

### **CO- MAKERSHIP**

It is defined as the development of a long term relationship with limited number of suppliers on the basis of mutual confidence. The main benefits of co maker ship is shorter delivery lead times, reliable delivery promises, faster implementation of deign changes etc. The basic philosophy underline co maker ship is that the suppliers are treated as an extension of the customer's factory with emphasis on continuity and end to end pipeline.

### **USE OF THIRD PARTY LOGISTICS**

A decision to use third party logistic should be based on the organization needs, service provider capabilities etc. Outsourcing operations like storage, transportation, improve service levels, enhance flexibility and reduce cost. It also helps in reducing investment in assets and enables organization to access to newer technology.

### **PRINCIPLE OF PROCUREMENT**

Activities that are done up to the last moment like packaging, labeling, etc is known as principle of procurement. The main aim of this principle is to minimize the risk of carrying finished product inventory at various points in the supply chain by delaying product differentiations to the latest possible moment before customer purchase. However it should be noted that postponement should not lead to compromise on the desired service level.

## **2.6 APPLICATION IN OFFICE**

Supply chain management has in recent years has played an important role in all the industries concerned. It has not only paved way for the induction of information technology but has also helped the manufactures in easy procurement of material and transferring the same to the ultimate consumer.

Without going further in detail we try to see the application of supply chain in the following areas:

## **RETAILERS**

Retailers are the second last chain in the distribution of the product to the ultimate consumer. Since they are at constant touch with the customer they are in a better position to understand their needs and wants. As such they send request to the distributors and to the manufactures for goods which are in demand. The manufactures through a well defined supply chain are able to send goods to the retailers. In the absence of this chain the manufactures can lose the customer.

Thus supply chain at as an important tool in maintaining customer satisfaction and loyalty.

## **SUPPLIERS**

In today's scenario companies are not required to stock commodities in bulk owing to fluctuation in the market related to product preference. As such manufactures do not store raw material but place orders as and when the need arise. Here the role of supply chain comes into picture as it helps the supplier in providing material to the manufacture at an appropriate time.

## **MARKET SEGMENTATION**

Supply chain helps in the segmentation of customers based on the service needs of distinct groups and adaptation to serve these segments profitability. This kind of segmentation can result in better prediction of the demand from the individual customers.

## **2.7 CONCLUSION**

It has been seen from the past that when ever something innovative is been introduced in the business arena it has created a platform for something to happen. The introduction of supply chain has immensely benefited the manufactures as know they have a well defined line of procurement of material and transferring the finished product to the ultimate customer.

Further it creates an essence which focuses on the creation of value. It is a network of business process used to deliver products and service. Supply chain also sees the organizational relationship in order to get the information necessary to run the business and to generate profits. This concept not only includes relationship with the internal business function but also those with all trading partners outside the firm.

**Supply Chain Management with other  
Departments**

## ***SUPPLY CHAIN MANAGEMENT WITH OTHER DEPARTMENTS***

### **3.1 INTRODUCTION**

A supply chain management is the hub of a large part of a company's business activity. By its very nature, it has tried to maintain cordial relationship with all other departments in the firm, as well with the supplier's. The reason been as it has to operate in accordance and in line with all other departments. I have tried to learn the role of supply chain with some of the departments in LG Electronics, to which a brief description I am giving below:

### **3.2 SUPPLY CHAIN AND MANUFACTURING**

Supply chain plays an important role in the manufacturing, because it aims at procurement of material at the right time and through the right channels. Maintaining coordination between the two pays off in many ways. It assists in the efforts by obtaining faster responses from the supplier, working with suppliers to improve their capabilities etc, which is generally not seen in the common scenario. Other important issue noticed is that of the information technology which have greatly simplified the relationship between the two. Use of computers and other sophisticated software allow the firm material resources planning system to communicate seamlessly with the counterpart system at the firm suppliers. All these factors contribute a lot in reducing the direct cost and offsetting the increase in the material coast, besides adding added benefits like of skilled machinists and expensive machine tools and other high priority work.

### **3.3 SUPPLY CHAIN AND MARKETING**

Supply chain should be marketing best friend as it directly or indirectly affects the sales process of LG Electronics. Further in case the product is not demanded or the sale is less than in that case the supply management department can be intimated and they can further reduce the procurement of the material from the supplier.

Beside this supply chain also provides immediate information regarding increase in the material price. This helps the marketing department to evaluate the effects of rises in price estimates given for the future sales quotations, on current selling price and on plans for the future product lines.

Further the company's supply professional can be of excellent source of information for developing and refining the company's sales policies and procedures.

As such OFFICE BAZAR.COM emphasis that the supply chain and marketing department must wisely blend their interest in the area of customer. There should be a correlation between the two so that what ever has been advertised by the marketing department is been produced and delivered to the customer. This is only possible when the supply chain of the organization is efficient and effective in the procurement and maintaining a regular flow of material in the organization.



### **3.4 SUPPLY CHAIN MANAGEMENT AND FINANCE**

The finance department of Office Bazar.com is charged with two principle responsibility – obtaining funds and overseeing their use. Supply chain of Office Bazar.com is responsible for as much as 80 percentage of firm’s financial resources. As such the chief financial officer has a vested interest in cost efficient supply chain management.

This department has some very important role to play in supply chain as it determines the amount of resources that the firm needs to procure, when to procure, what to procure etc. If this department of Office Bazar.com is not efficient it will not be able to make an impact on the supply chain as everything is depended upon the financial resources. Further it helps in effective investment so that the company does not have to pay higher price for the same material at the later stages.

Further it make prompt reimbursement to supplier which ultimately helps in maintaining goodwill in the minds of the supplier and also obtaining good quality of material at lower cost. As such supply chain and the finance department should coordinate on expenditure that has significant impact on the firm’s cash position.

### **3.5 SUPPLY CHAIN MANAGEMENT AND QUALITY**

In Office Bazar.com major emphasis is been given to quality both in terms of material procurement and finished goods. As such quality professionals are involved not only in maintaining quality but also undertaking the development of new products, sourcing and minimizing quality problem throughout the supply chain.

### **3.6 FOUR PHASES OF SUPPLY CHAIN MANAGEMENT IN OFFICE BAZAR.COM**

The four phases of supply management require many perspective and inputs best obtained through a cross – functional approach. The four phases of supply management are as follows:

**1.GENERATION OF REQUIREMENT** - the generation of requirement is a critical activity that results in the identification of material to be purchased, along with the development of specification and statement of work describing the requirements. This is an important phase since most of the designing is done relating to purchasing material, service and equipment. It also takes into account the commercial issues like cost, availability, substitute and alike.

**2.SOURCING-** the main aim is relating to the identification and selection of the supplier whose cost, quality, technology, dependability and service best suits the

need's of the firm. Thus it not only aims at identification but also in maintaining cordial relationship with them.

**3.POST- AWARD ACTIVITIES-** this activity ensures that the firm receives what was ordered on time and at the price and quality specified. The activities that are been included are supplier development, technical assistance, troubleshooting, and the management of contract and the resultant relationship.

**4.SUPPLY MANAGEMENT SYSTEMS-** it is very important for a firm to have a management system. A cross functional approach to supply management allows each functional area affected by the procurement of material, equipment, and service to be involved at a point where it may contribute to the lowest total cost. For instance we take the case of 'operation has it in the productivity implication of different material'. Although such activities do not participate early enough to voice their concern and needs.

As such these phases of supply chain gives us an insight about the manner in which the activities are been conducted and how the process as a total works. Along with that it also enables us to understand the uniqueness of supply chain and its effectiveness and long lasting use in the LG electronics in particular.

# **Customer Focus in Supply Chain Management**

# ***CUSTOMER FOCUS IN SUPPLY CHAIN MANAGEMENT***

## **4.1 INRODUCTION**

Supply chain management has in recent years has acquired immense attention in the industry circle. The growing interest can be attributed to he rapid changes in the global business scenario. It has know been looked upon as an expanded responsibility to attain value optimization, and to compete on a variety of dimension such as cost, quality, and flexibility.

Therefore to attain these competitive advantages Office Bazar.com is making attempt to promote value to its customer by performing activities more efficiently than that of its competitors. It is trying hard to serve its customer base and has become a vital means of differentiation when product differentiators are dwindling.

As such when we focus our study towards customer we basically try to identify:

- The significance of customer in the supply chain;
- The importance of customer-driven strategies;
- The various strategies of customer satisfaction;
- The imperatives for supply chain management;
- The rationale of supply chain management towards customer.

## 4.2 FOCUS ON CUSTOMER SERVICE

Effective customer service has become a competitive requirement and a way to attract and retain customer. A focus logistics and customer service strategy is still a dream of various companies, to which Office Bazar.com is responding positively. The reason been the company articulated and consistent customer service goals and the logistic function within the supply chain management has dominantly remained focused.

Despite all these efforts it is still trying to accomplish a complete customer service by taking into account the following:

- ❑ To provide a quantitative understanding of the customer requirement for each element of customer service, like delivery, reliability, availability etc;
- ❑ To measure the relative importance of each element of customer service;
- ❑ To asses the performance of the company and of its major competitors for each element of customer service;
- ❑ To provide an understanding of the relative significance of customer service issues related like price, product and quality.

These above mentioned service can be of great benefit if properly conceived and implemented. Beside this, survey can provide a clear direction to the logistic function allowing it to focus energies on creating and managing a system that most efficiently achieve the consensus.

### 4.3 CUSTOMER SEGMENTATION

A useful and very powerful tool for understanding the customer requirement is to segment them on the basis of some common characteristics. This helps the company to have a bird's view about its customer. Especially in case of consumer durable industry like Office Bazar.com whose focus is on understanding customer requirement and organizing activities to serve the customer.

But in the era of cut throat competition Office Bazar.com is trying to device new ways of grouping customer. One of these approaches is **account segmentation** which organizes customer into common groups based upon their common attributes. Through this approach Office Bazar.com is trying to identify market segment that is well positioned to serve and than organize its product and service offering to serve them in a distinctively superior way. Another way is **the creative account segment** which allows them to think new ways about the customer requirements.

As such is trying to tailor its logistic offering to meet the needs of each of the market segment it serves. It will be most successful if they recognize these important operational difference and service requirement among their various customer segments and orient their capabilities towards the need of each distinct segment, besides having a positive attitude towards their goal achievement and customer satisfaction.

#### **4.4 CUSTOMER – CENTRIC SUPPLY CHAIN**

In the context of present scenario ‘customer satisfaction’ is something that keeps on revolving in the minds of the competitors with reference to as how they could capture the market and have their dominance in terms of their product in the market. As such the focus has now shifted from product centered to customer centered because customer is considered as the king and unless they do not consume the products the company cannot be successful

At times we do hear that companies are not able to mark their presence in the market in terms of their product, and if we go for the reasoning we find that there are two attributes or reasons-not keeping in mind customer requirement, and because of not having a clear statement of vision and mission.

When we talk in terms of Office Bazar.com we find that Office Bazar.com because of its practical approach is able to provide the best service and promotion in the industry besides keeping lower cost than that of its competitors. This has been possible because it has prepared a clear written statement of its mission of the supply chain which is in consistent with key corporate strategic thrust.

This helps Office Bazar.com in attaining its target and remaining its loyalty towards its customer. These targets further acts as guidelines for designing and fine tuning the supply chain system and to track actual performance against the target that has been set. Now we take into consideration the various important aspects of customer service on which Office Bazar.com has emphasized and because of which it has mastered its success at the global level. These important aspects are:



- ❑ Ability to fill the complete order
- ❑ Accurate documentation
- ❑ After- sales service
- ❑ Assistance with design changes
- ❑ Availability of spare parts
- ❑ Competence and availability of technical representatives
- ❑ Friendly attitude
- ❑ Honesty
- ❑ Order package
- ❑ Packaging
- ❑ Price
- ❑ Priority given to advance orders
- ❑ Providing published material with the products for the convenience of the customer to operate the product efficiently
- ❑ Quality assurance
- ❑ Reasonable delivery estimates
- ❑ Supply assistance during initial use of the product
- ❑ Wide product range to choose from
- ❑ Delivery reliability
- ❑ Credit and provision to return goods
- ❑ Prompt claim procedure
- ❑ Providing the customer with an alternative source of out – of – stock.

## 4.5 ENVIRONMENTAL FACTORS

Environmental factors also do have a strong bearing on the manufactures to produce goods which are acceptable to the society and are appreciated. If the factors are not taken into consideration then it would be very difficult for the company to sell its products in the market.

Based upon these organization always take into consideration these factors. As such I have tried to identify these factors, which are been divided into two parts:

- 1). External Economy
- 2). Internal Management

External Economy:

- ❑ Recessionary economy
- ❑ Rising/falling prime interest rate and condition of equity markets
- ❑ Increasing international regulations involving –

- 1) Product Related
- 2) Environmental (ISO 14000/Euro II)
- 3) Safety

- ❑ Increasing transportation cost
- ❑ Inflation
- ❑ Emerging web Technology
- ❑ Increased energy cost

## Internal management

- ❑ Repositioning supply chain management
- ❑ Integration and upgrading of customer order processing function using IT
- ❑ Computer modeling of large scale distribution system
- ❑ Pressure on inventory reductions from top management
- ❑ Better use of data processing capability using IT
- ❑ Experience gained from period of product shortage with lower customer shortage service levels specially in developing economies

As such Office Bazar.com focus its attention on serving their customer the way their customer wants to be served for that it must address five important areas:

- ❑ Understanding customer service needs
- ❑ Value added capabilities
- ❑ Redesign the logistic network structure and operating policies
- ❑ Identifying the performance level or the level of acceptance along with a comparison with key competitors
- ❑ Identifying customer service elements which are important to the customer
- ❑ Providing low priced goods

## **CHAPTER FIVE**

### ***RESEARCH DESIGN***

It is a conclusive research which is based on operational procedure of Office Bazar.com. The finding of this project is based on qualitative data rather than quantitative data.

Therefore the major finding would be dynamic in nature.

The analysis of this project is presented through graphical presentation based on data collected. Some of the quantitative and qualitative method will be used as per requirement of the research work.

#### **SOURCES OF DATA COLLECTION**

In this study of mine I would be collecting the data through two sources, which has been as follows:

##### **Primary Data:**

1. Personal interview
2. Questionnaire

##### **Secondary Data:**

1. Journals
2. Magazine
3. Company Bulletin

## **DATA ANALYSIS AND DICUSSION**

### **An Overview**

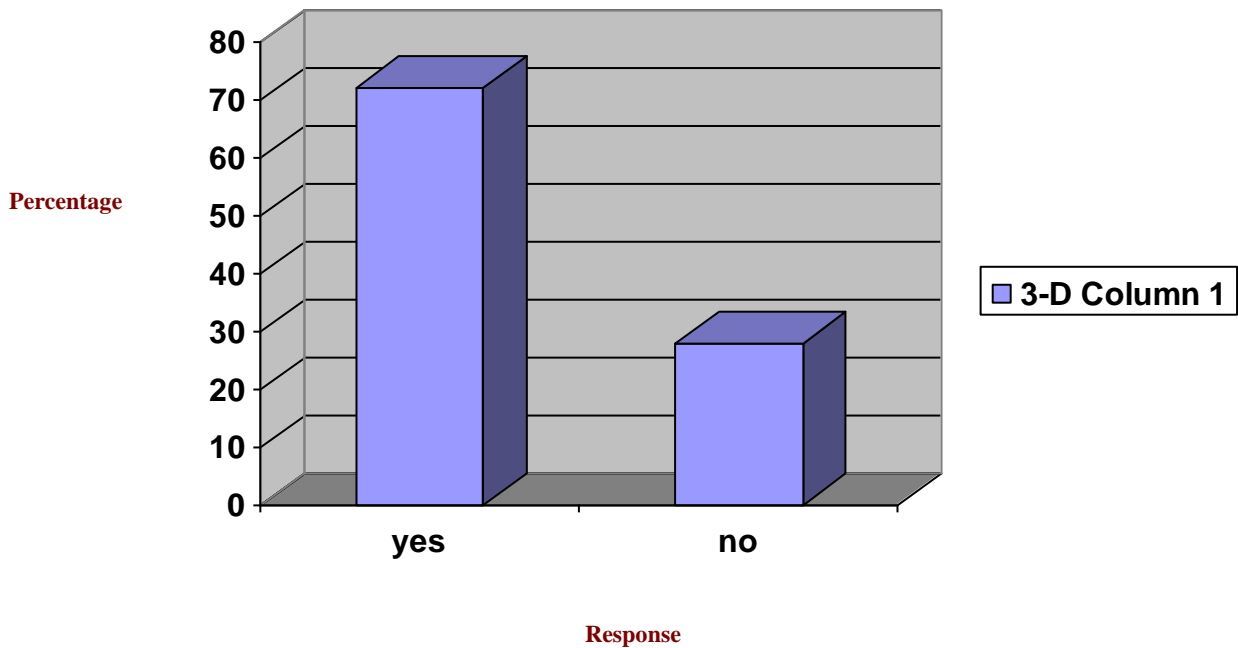
This chapter focus its attention on the data analysis of the responses received as a part of the questionnaire that was been filled by them. The graphical representation would also help me in proving my hypothesis which I have set in my study. Along with that I would be focusing my attention on some others aspect but they will be correlated to supply chain in some form or the other.

The graphical representation would be self explanatory; beside this some data in form of theory would also be written to help the reader or the evaluator to understand it completely.

## 8.1 Use of information technology while implementing supply chain management

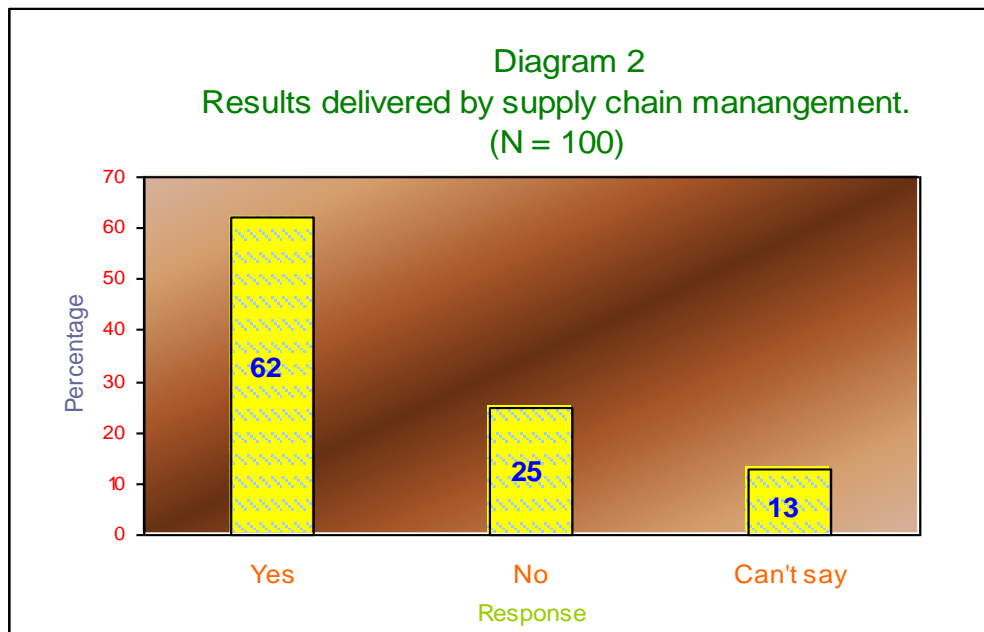
Information technology has always played an important role in the diversified field. When we specifically talk in terms of supply chain of LG we found that employees are willing to accept it, as responded by them in the questionnaire since it indirectly benefit them. The following diagram 1 represents the same

Diagram 1  
Use of Information Technology in implementation of  
supply chain management in Office Bazar.Com. (N = 100)



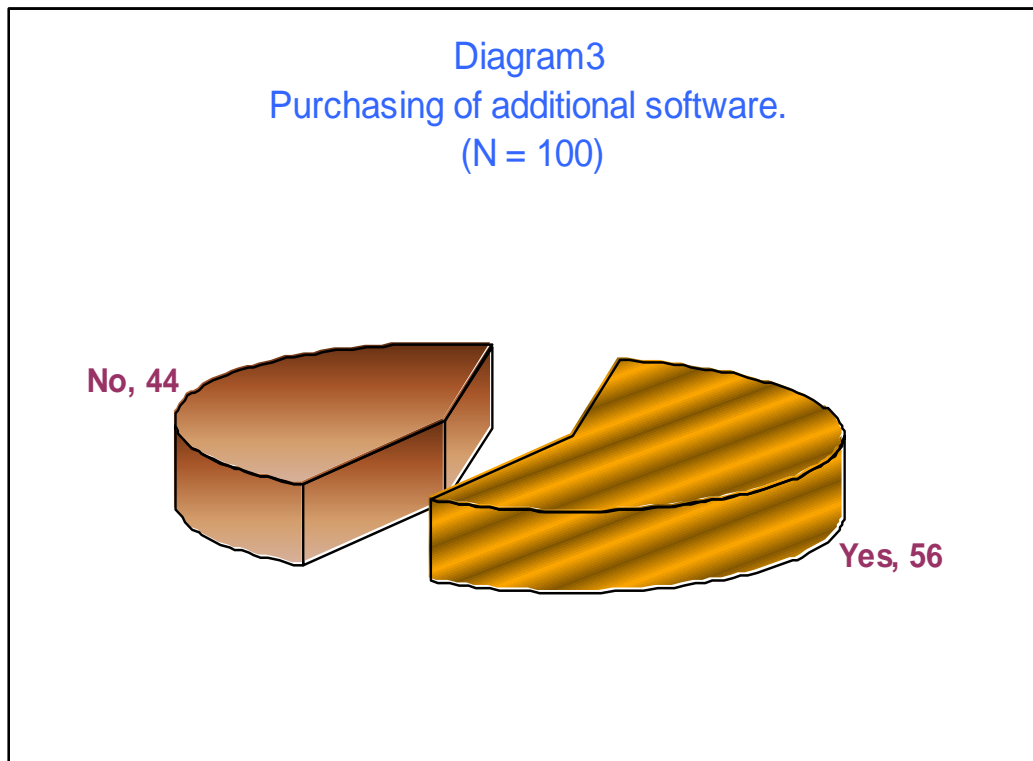
## 8.2 Results delivered by supply chain

This diagram 2 includes the response of basically of the middle management who are in a better position to say about the whether supply chain has delivered results to LG Electronics or not. The involvement of lower level in answering this question was not very satisfactory because of which the percentage of 'NO' is also high to some extent



Note N = Sample size

### 8.3 Purchasing of additional software for supply chain

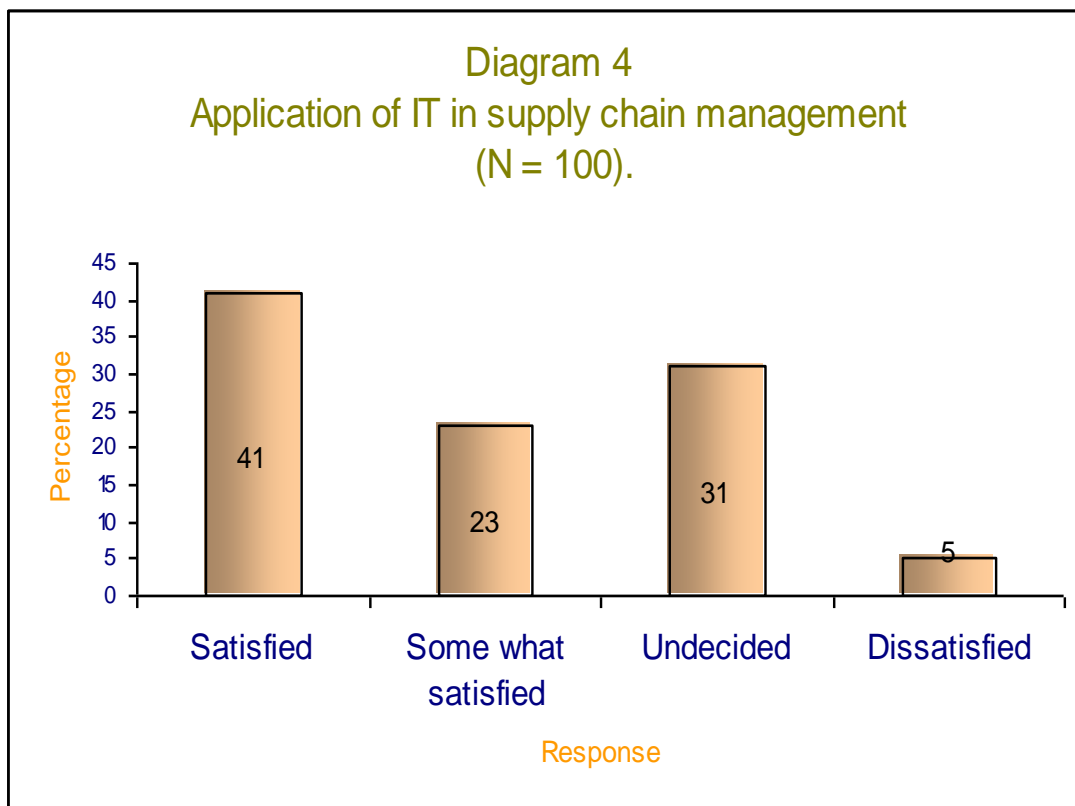


Note: N = sample size



## 8.4 Application of Information Technology in supply chain

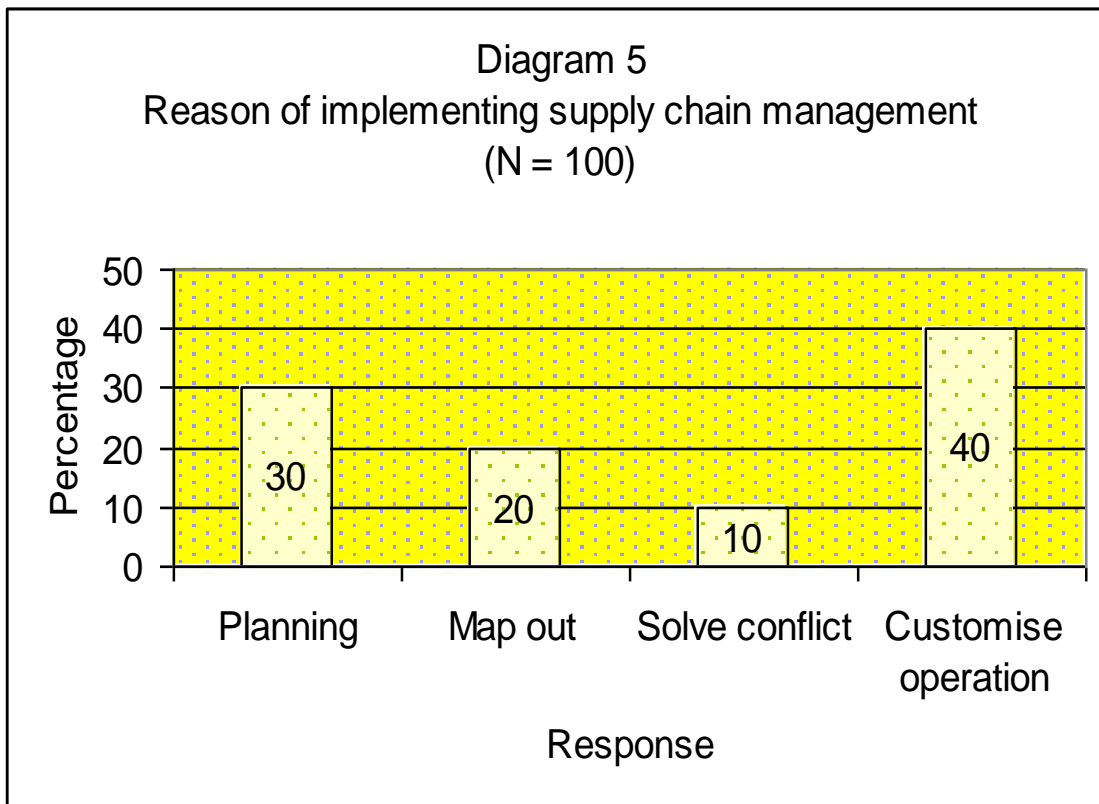
Here the main reason for asking such a question is to know the application of IT with special reference to satisfaction level. This would help in giving an insight about the performance level.



Note N = sample size

### 8.5 Reason for implementing supply chain

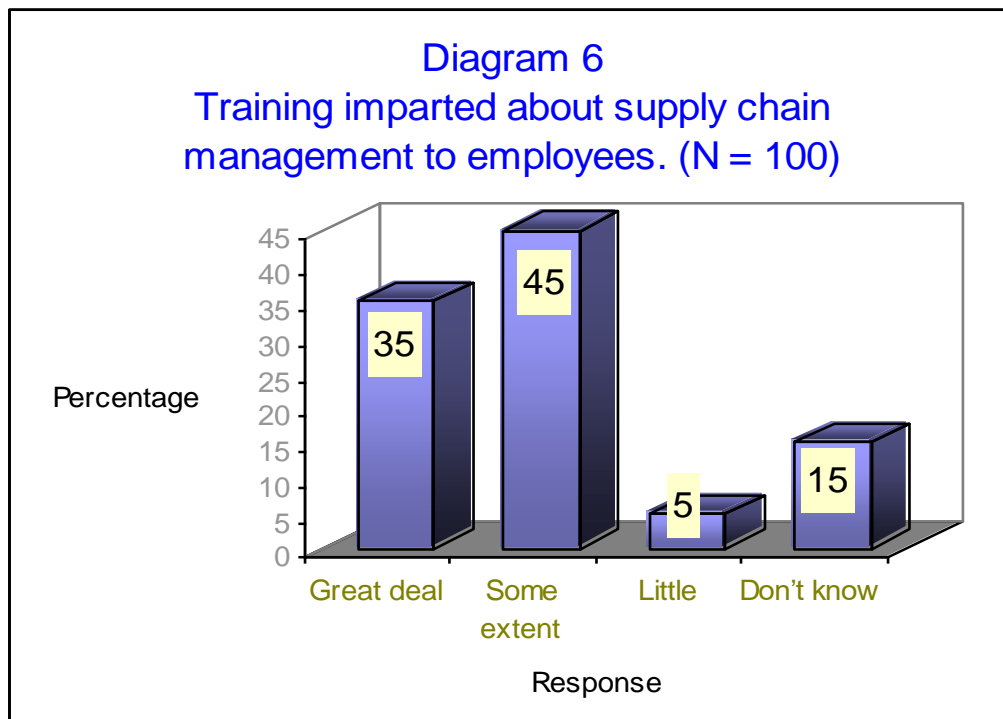
When organizations introduce something new there is some purpose or logic behind it. In case of supply chain we have tried to figure out the context in which the concepts is implemented and the area of its greats impact. The diagram 5 represents the logic or purpose



Note N= sample size

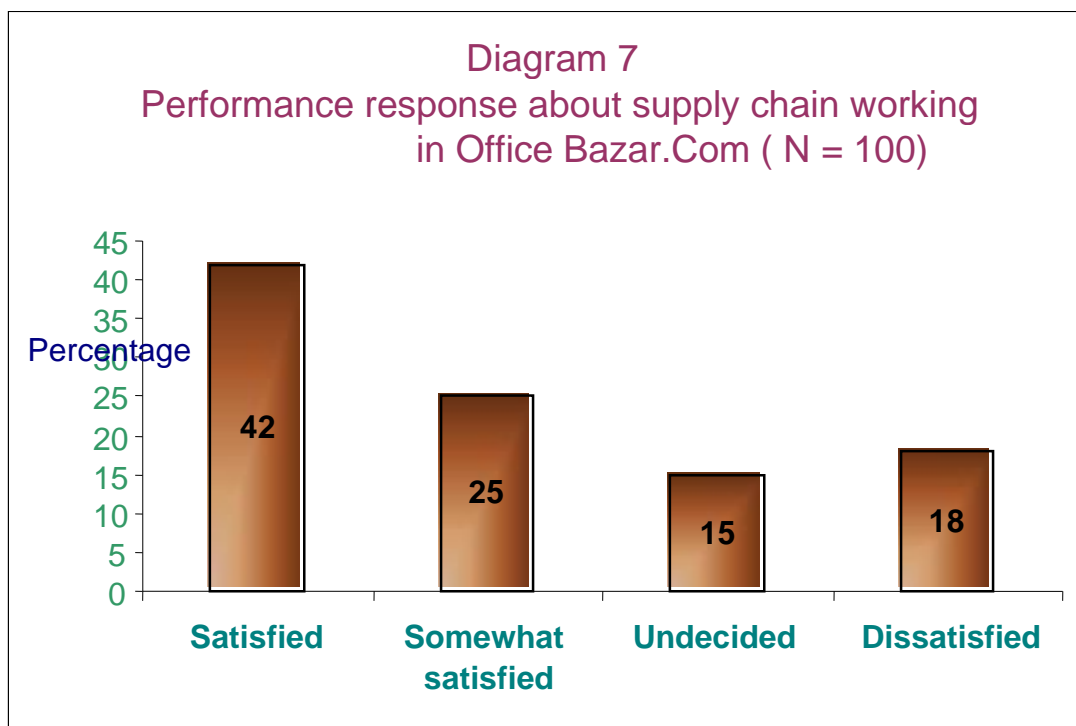
## 8.6 Training to employees about supply chain

In this diagram 6 we are trying to figure out the complexity involved in supply chain training or that it is a simple way process. In this question I got a mixed response from the employees, because a different kind of training was provided to different employees. As such a standard training is not given to all the employees.



Note N = sample size

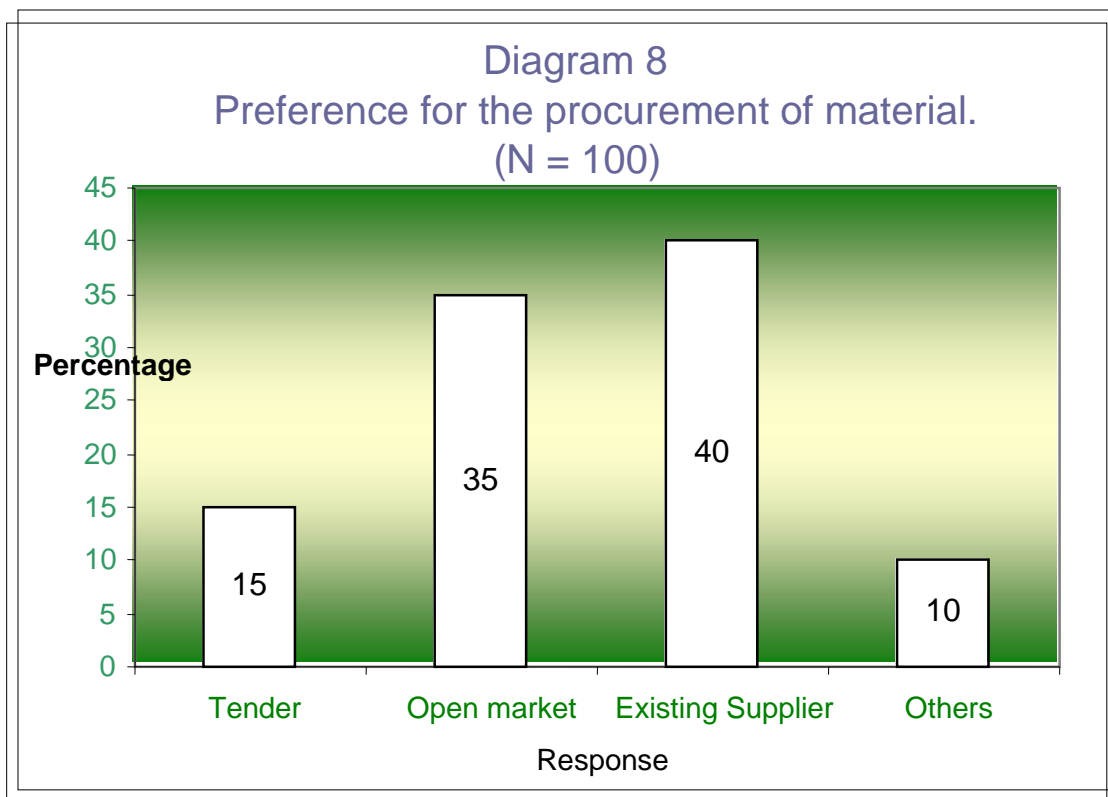
### 8.7 Performance response of supply chain working



Note N = sample size

## 8.8 Preference for the procurement of goods

Supply chain of Office Bazar.com is depended on the procurement of goods. Since the material is required on a continuous basis the management of the company needs to identify the preference sources from where to procure material. Diagram 8 represents the source from where the material is taken along with percentage quantity.

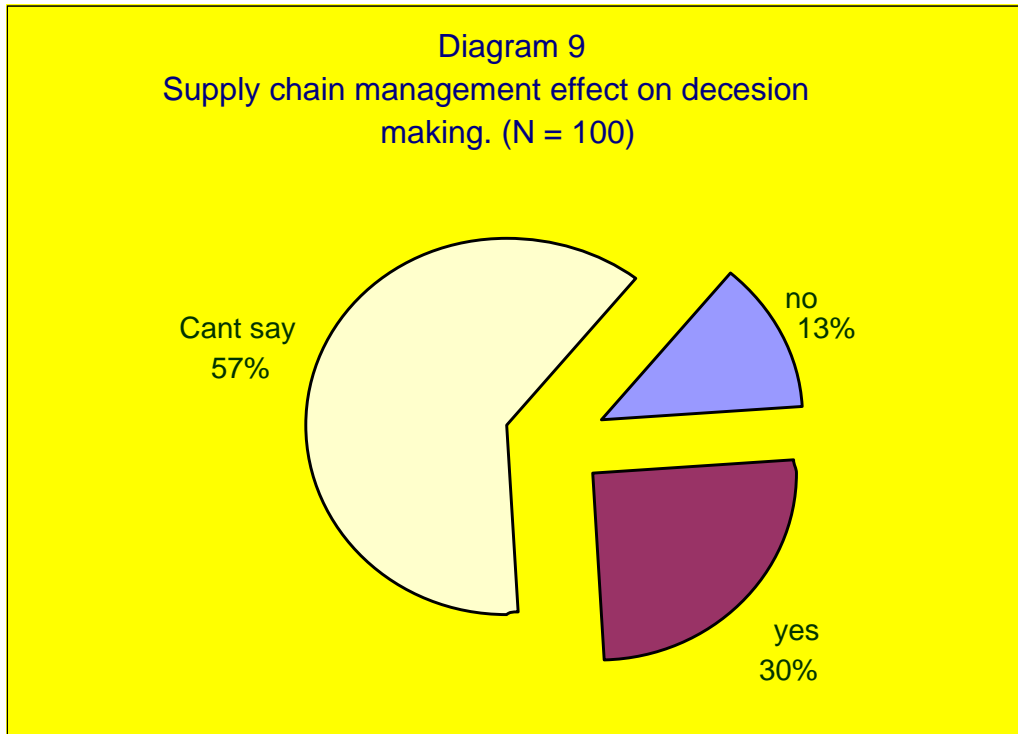


Note N = sample size

## 8.9 Supply chain management effect on decision making

Office Bazar.com as researched has tried to offset a negative impact of decision on the flow of supply chain. Due emphasis is being paid to see that there is no delayed action that directly or indirectly affect the supply chain. As a result when the questionnaire was been filled by most of them, they showed their ignorance to the fact where decision has affect the concept.

Through diagram 9 I have tried to depict the same



Note N = sample size

### ***GENERAL OBSERVATION***

## FINDING OF THE STUDY

- Supply chain management is a relatively a new subject of study, therefore should be cautiously be used in order to be effective;
- The primary data collected revealed that employees show enthusiasm towards the new concept introduced;
- The research reveals that supply chain is most effective in the procurement and distribution of goods;
- The future prospects of supply chain are challenging and competitive;
- The research reveals that the objective of supply chain is to achieve operational excellence;
- Supply chain facilitate executives in formulating a comprehensive strategy and control framework;
- Supply chain is an effective tool for increasing profitability, market share, and responsiveness;
- Supply chain can be best describe as **“an extended enterprise concept”**, as it not only deals in internal matter but focus its attention externally.

# **SWOT Analysis of OFFICE BAZAR.COM**

## **Strengths:**

- ❑ Young and Dynamic management;
- ❑ Strong desire among the employees to improve the existing system and procedure;
- ❑ Broader frame of mind of employees reflected by their acceptance of changes in their working patterns;
- ❑ Company's name and its goodwill in the market.

## **Weakness:**

- ❑ Too much paper work is involved in the procurement of goods;
- ❑ Not a healthy information storage leading to delays in passing orders;



**Opportunities:**

- ❑ Growing market for consumer durables which makes an effective supply chain use;
- ❑ Information technology can be effectively explored;
- ❑ A field of study with lot of growth opportunities;
- ❑ Increased market share due to quick flow of finished products.

**Threats:**

- ❑ Not easy flow of goods as desired due to increased competition;
- ❑ Technological advancement is a major threat ;
- ❑ Numbers of competitors.

## **CHAPTER SIX**

### ***CONCLUSION***

Managing faster supply chain has become imperative to gain and sustain competitive advantage. The challenge of the modern Advertising company is to keep a holistic approach towards the management for remaining competitive on an international basis. The focus is on the increasing importance of the supply chain function to corporate competitiveness

As such a study of 100 random samples of Office Bazar.com employees in supply department was conducted in order to understand the effective use of supply chain management and its application in the light of information technology. Research was conducted accordingly and a favorable response was seen among the employees towards the adoption of supply chain management which can be seen from the graphical representation.

The conclusion drawn is that most of the employees feel that use of information technology in supply chain would definitely going to benefit the organization in the long run. Thus the hypothesis set by me is accepted since LG do believe that information technology has important role to play in the supply chain management

Therefore it is the responsibility of the company to undertake some serious action plan to make this introduced concept a success.

Further they should form a strong customer and supplier database and underline some strategies in order to promote the supply chain and make employees aware about it.

In fact a growing number of organizations are realizing the need for strategic sourcing as supply management

#### RECOMMENDATION FOR FURTHER STUDY

Supply chain management is an integrated document useful for understanding the most essential business process of an enterprise and useful in confronting emerging challenges posed by the external environment. It laid emphasis on the achievement of operational excellence throughout the enterprise by minimizing expense and making use of all the firm's assets.

In my study of supply chain management in Office Bazar.com, I have tried to depict, supply chain in the light of information technology. That is how information technology can be a useful tool in the implementation and successful operating of supply chain. But the study is not perfect and further work needs to be done in order to gain in depth insight of it. As such following are the recommendation for further study in relation to the points that needs to be focused:

- To study the benefits of an integrated framework for a coordinated system working and its effective use relating to supply chain;
- To study the recent developments in the field of Information Technology and its use in supply chain;
- To understand the implication of various technologies on the supply chain;
- To understand the significance of an environment friendly supply chain;

- To understand the basic trade off involved in the selection of supply chain;
- To study the benefits of being competitive through the elements of supply chain management strategy as used by.

In the end it can only be said that supply chain management is a upcoming subject of study and its inclusion in the curriculum of master degree of business administration is in itself a proof. So the important thing is that what ever further studies that will be done in the future would be crucial for the enterprise since in depth benefits and implication would be known and can be verified.

## **Sources of data collection**

In this study of mine I would be collecting the data through two sources, which has been as follows:

### **Primary Data:**

1. Personal interview
2. Questionnaire

### **Secondary Data:**

1. Journals
2. Magazine
3. Company Bulletin
4. Search Engine – Goggle
5. yahoo finance
6. retail industry analysis

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2. World class supply chain management

By . Starling Dobler Burt.

Page.no-12,28and86,

3. Journal on Industrial technology

4. Journal on supply chain management

5. Magazine, newspaper

Magazine-

- CARGO TALK (MARCH)
- BUSINESS INDIA (MARCH)

Newspaper-

- ECONOMIC TIMES date,12,13,14.APRIL.

## Questionnaire

1. Which Supply Chain Management software/Method do you use?
  - Please specify. . . . .
2. Did you make use of Information Technology when implementing your supply chain management software?
  - Yes
  - No
3. Did your supply chain software deliver the result expected or promised by the company?
  - Yes
  - No
4. Did your supply chain software require additional expenditure to customize the program to your company operation?
  - Yes
  - No
5. How often do you need to purchase upgrades for your supply chain software?
  - Often
  - Sometimes
  - Rarely
  - Do not purchase
6. Would you like to purchase additional software for the company?
  - Yes
  - No
7. How satisfied were you with the application of Information Technology in supply chain management?
  - Satisfied
  - Somewhat Satisfied
  - Undecided
  - Dissatisfied
8. What was the main reason you to implement the supply chain management?
  - Planning
  - Map out supply chain function

- Solve conflicting objective within supply chain
  - Assistance in customizing operation
  - Other specify.....
9. How much training of employees was involved to implement supply chain management?
- A great deal
  - Some extent
  - Little
  - Don't know
10. How flexible is your supply chain management to promote gradual changes and making coordination with different departments?
- Flexible
  - Some what flexible
  - Not at all flexible
  - Don't know
11. Overall how satisfied are you with the performance of your supply chain management?
- Very satisfied
  - Somewhat satisfied
  - Undecided
  - Somewhat dissatisfied
12. Which of the following procedure does LG follows in purchasing material?
- Tender
  - Open Market
  - Existing supplier
  - Others please specify.....
13. What are the channels of distribution which the company normally follows?
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14. Does supply chain has any effect on the decision making of the company?
- Yes
  - No
15. Can you specify some of the factors that effect the decision relating to supply chain management in Office Bazar.com?



- 1).
- 2).
- 3).

16. Any comments which you would like to give?

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Name:

Designation:

Date: