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SUPPLY CHAIN MANAGEMENT PRACTICES IN ORGANIZED RETAILING: A STUDY IN TRICHY REGION**DR. S. SARAVANAN****HEAD****DEPARTMENT OF MANAGEMENT STUDIES****ANNA UNIVERSITY (BIT CAMPUS)****TIRUCHIRAPPALLI****K. S. TAMIL SELVAN****STUDENT****DEPARTMENT OF MANAGEMENT STUDIES****ANNA UNIVERSITY (BIT CAMPUS)****TIRUCHIRAPPALLI****ABSTRACT**

Retailing is one of the fastest growing sectors and in the Western world it is mature and subjected to intense competition. Enlargement and endurance in today's retail world totally depends on sustainable competitive advantage and it requires serious commitment and a customer orientation attitude. Retailers need to distribute information with their suppliers relating to customer buying behaviours. Sharing of information leads to the mutual trust and long terms partnership and involves in fulfilling the customers 'needs at low cost. Supply chain management is a set-up of amenities and sharing 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. A well supply chain management in organized retailing becomes important for the survival of organized retailers. SCM cut down costs and sustains profits. Today government of India has allowed FDI in retail sector also. This attracts many foreign retail industries to invest in country. The main purpose of this paper is to find the importance of supply chain management in organized retail format and consumer perception towards supply chain management in organized retail format

KEYWORDS

supply chain management, foreign direct investment, organized retailing.

INTRODUCTION

Rajeev Kumar (2012) defined Supply chain management practices may be defined as a set of actions undertaken to promote effectual and efficient management of supply chains. These include supplier partnership, physical movement of goods, meeting customer demands and information distribution throughout the supply chain. The High Court of Delhi (2004) defined the term 'Retail' as a sale for last utilization in contrast to a sale for further sale or processing (i.e. wholesale), a sale to the final consumer. (High Court of Delhi). Organized Retailing refers to trading activities undertaken by licensed retailers, that those who are registered for sales tax, income tax, etc. It means to have a formal organization to direct and perform activities. These are usually owned by corporate entities. (Dr. A. Murugan, R. Sendamizhi,2010) Organized retailing in India is on constant increase of its market share from the earlier period. Retailing can be categorized as of different sectors like food and grocery, clothing and textiles, consumer durables, footwear, furniture and furnishing, catering services, jeweler and watches, books, music and gifts, mobile handsets and others. (Dr. Shahid Akhter, Iftekhar Equbal). In this paper I have analyzed different research papers and analyzed supply chain practices in different retail stores and in various regions in India as well as foreign countries. In this paper I have try to analyze the consumer perception towards supply chain practices in organized retail stores with respect to the trichy region

SUPPLY CHAIN MANAGEMENT

MR. RAJEEV KUMAR (2012)	Supply chain management practices may be defined as a set of activities undertaken to Promote effective and efficient management of supply chains. These include supplier partnership, physical movement of goods, meeting customer demands and information sharing throughout the supply chain
CHRISTOPHER (2007)	The management of upstream and downstream relationships with suppliers and customers to deliver superior customer value at less cost to the supply chain as a whole
DOUGLAS LAMBERT (1997)	supply chain management as the integration of business process from the end user through original suppliers who provide products, services, and information that add value for the customer
CHRISTOPHER (2006)	The process of strategically managing the product procurement, movement, storage and the inventory (and the related information flows)through the organization and its marketing channels in such a way that current and future profitability are maximized through the cost effective fulfillment of orders
JITENDRA SINGH (2010)	Supply chain management deals with the management of materials, information and financial flows in a network consisting of suppliers,manufactures,distributes and customers
LEE AND BILLINGTON (1995)	Supply chain management is often referred to as efficient management of the end-to-end process, which starts with the design of the product or service and ends with the time when it has been sold, consumed, and finally, discarded by consumer
CHAUHAN(2006)	Supply chain management can be explained as the flow of plans, materials and services from the supplier to the consumer including the close cooperation between the various entities in supply chain
INSTITUTE FOR SUPPLY MANAGEMENT	Supply Chain Management is design and management of seamless, value- added processes across organizational boundaries to meet the real needs of end customer
ROGERS(1998)	A supply chain is that network of organizations that are involved, through upstream and downstream linkages, in the different processes and activities that produce value in the form of products and services in the hands of the ultimate customer or consumer
COUNCIL OF SCM PROFESSIONALS	SCM is the delivery of economic value to customers through the management of flow of physical goods and associated information from vendors to customers

RETAILING

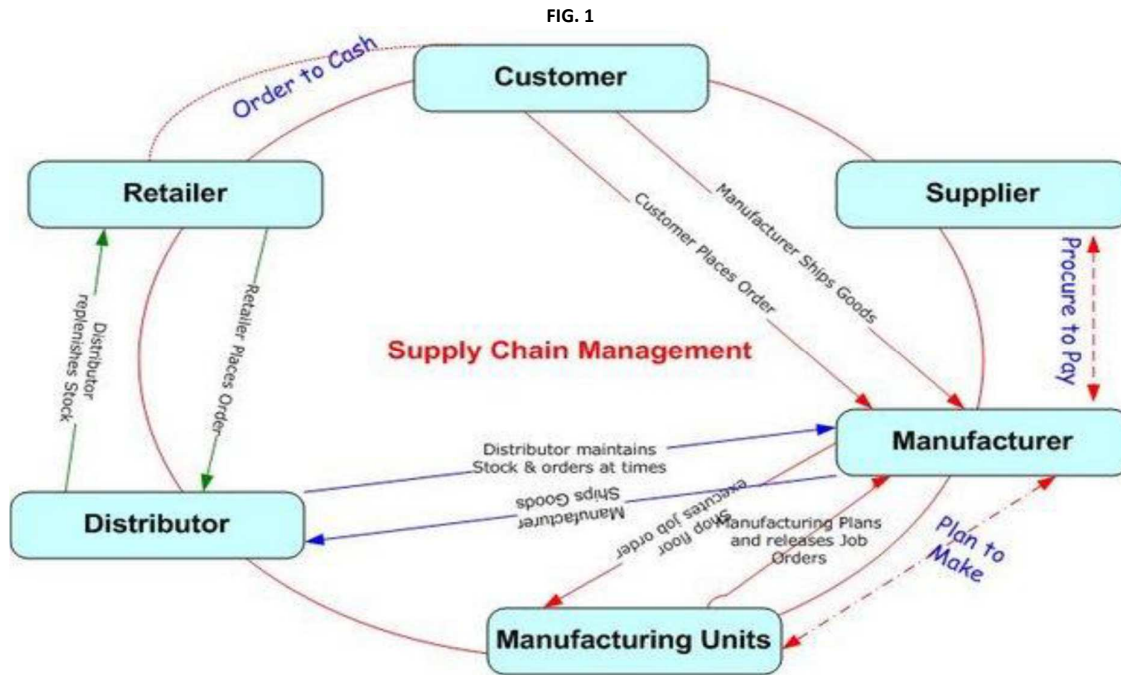
It can also be defined as the well-timed delivery of goods and services demanded by consumers at prices that are competitive and reasonable. (Ms. Vidushi Handa, Mr. Navneet Grover). In 2004, The High Court of Delhi defined the term 'Retail' as a sale for last consumption in contrast to a sale for further sale or processing (i.e. wholesaler), a sale to the final consumer. (High Court of Delhi). Retailing can be said to be the interface between the producer and the individual consumer buying for personal utilization. This excludes direct interface between the manufacturers and institutional buyers such as the government and other bulk customers

(Ms. Sonia). Retailing consists of all those activities involved in selling directly to ultimate consumers (Cundiff and Still). Retailing is selling to final consumer products to households (McCarthy). Retail is the last step in the distribution process from manufacturer to consumer (Shilpa Raghuwanshi)

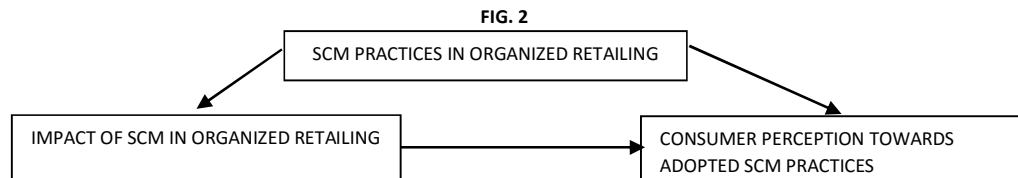
ORGANIZED RETAILING IN INDIA

Organized retailing refers to the trading practices undertaken by certified retailers those who are registered for sales tax, income tax etc. These include the publicly traded supermarkets, corporate-backed hypermarkets and retail chains, and also the privately owned large retail business (Munjal, Kumar and Narwal, 2011). The retailing has occupied a great position in the market. There are multiple chains running by powerful organizations like Easy Day, More Mega Store, Big Bazaar, Vishal Mega Mart, Reliance Fresh, and Spenceretc. Though the arrival of super markets was a bit late but then too it has fast become the rage of enthusiasts. Indian retail industry is witnessing a paradigm shift as the sector is getting organized and consumers are looking for a one-stop shopping place with convenience and entertainment. Professionally managed and independently owned retail organizations are the face of today’s retail sector (KSA Techno park, 2006)

SUPPLY CHAIN PRACTICES IN ORGANIZED RETAIL SECTOR



FRAMEWORK



Supply chain management (SCM) practices may be defined as a set of activities undertaken to promote effective and efficient management of supply chains. These include supplier partnership, physical movement of goods, meeting customer demands and information sharing throughout the supply chain. Some of the key SCM practices that impact performance is related to estimation of customer needs, efficient and effective delivery, integration and collaboration throughout the supply chain, sharing of information etc. (Rajeev kumar 2012) The process of strategically managing the product procurement, movement, storage and the inventory (and the related information flows) through the organization and its marketing channels in such a way that current and future profitability are maximized through the cost effective fulfillment of orders. (Christopher, 1998).

LITERATURE REVIEW

Ivana Plazibat, Sladana Brajevic, (2002) discussed how the retailers understand the supply chain management functions and utilize the supply chain and tend to be more efficient and profitable. It concludes that retailers are reorganizing their business models and searching for the ways to become more agile responsive and efficient. **Paloviita, (2010)** studied on qualitative focus group regarding consumer perceptions about the sustainability of locally produced food supply chains Sustainability. It concludes that socio cultural dimensions of sustainability should receive more attention in the academic studies of locally produced food because it seems very important dimension for customers. **Selvam.S, (2011)** highlighted the food retail and the retail supply chain in India. The author compares the organized and unorganized food retail industry and their role in the Indian economy. It concludes that increasing scale of organized retail distribution network and increasing competition are forcing the players to focus on restructuring the whole supply chain to improve productivity and provide a better deal to customers. **Kumar, (2012)** analysed consumer perception on adopted SCM in retailing sector and to study consumer perception on adopted SCM benefits in organized retailing and in unorganized retailing sectors. **Bhatnagar, (2012)** discussed the strategies for improving the supply chain efficiency and role of IT in maintaining the inefficiency problems. It concludes that organization should become aware of importance of technology to improve the efficiencies of supply chain. The improvement in efficiency will cut stock outs and backorder costs both for wholesalers as well as suppliers **Dr. S. John Manohar, Susheela Devi B, Arundathi S, (2012)** Studied consumer perception towards organic food products. It concludes by helping consumers and producers of organic food products to understand the importance of various factors on overall satisfaction towards organic food products. It leads to the creation of better marketing strategies. **Meenakshi Saxena, Upendra Garg, Dr. Sachindra Kumar Gupta, (2012)** Conducted a study in malls to find out the behaviour of consumer towards the mall. It helps the retailers to know the preferences of consumers and adapt changes for achieving success instead of changing habit of consumers. It concludes that the factor that influences the customer decision to purchase from malls is variety of products available. **Hena Imtiaz and Peeyash**

Soni, (2013) determined the existing marketing supply chains of fresh tomato, cabbage and cauliflower. Marketing efficiency and producer share in consumer price for these vegetables were significantly higher in marketing supply chains. Single window marketing systems are used to provide better facilities for storage, transportation and marketing. It concludes that in order to develop efficient and sustainable marketing system it is important to provide the accurate market information regarding supply and demand, proper storage and packaging facilities. **Tauffiqu Ahmad, Abhishek, Dr. Rajesh Kumar shastri, (2014)** studied the supply chain management of big bazaar and role of information technology in supply chain management in big bazaar in an internet age and found that most of the employees feel that use of IT in SCM will definitely get benefit to the organization. **Zdenko Segetlija, Davor Dujak, (2014)** projected a new indicator of retail trade efficiency for an individual national economy. In this study to evaluate the retail trade efficiency for total economy in particular country. GDP and retail turnover ratio is used and the developed economies were compared. The result shows that there is a difference between the transitional and market developed countries. **Raghu ram Naga venkata J, Ravilochanan P, (2014)** explore that Indian grocery retail market and its latest trends and also the SCM model to improve the retailer performance. It concludes that with the perfect SCM the organized retailers are gaining the competitive advantage over the unorganized retail sector. **Jitendra Singh and Dr. Rinka Raghuvanshi, (2014)** find out the importance of supply chain management in organized retail markets and also problems in areas of supply chain management in organized retail sector. It concludes that growth of Indian retail industry largely depends upon the supply chain and the proper effort should be taken by the Indian retailers to maintain it properly. **Mr. Nilesh Vitthal Limbore and Mr. Ajit Ashokrao Chandgude, (2014)** analysed the importance of supply chain management in organized retailing This paper concludes by providing different suggestions such as flow of material should be continuous, increase efficiency and effectiveness of services in retail etc. **George Maina Mbuthia, Gladys Rotich, (2014)** explored the impact of SCM practices on competitive advantage and also focused on casual relationship between SCM practices. Nakumatt market holding retail industry has been used to collect the data. The study reveals that customer relationship in that market was good and reveals the business information was reliable. **Dennis Omondi, Gregory Namusonge, (2015)** assessed the effect of supply chain leadership on performance of retail institutions. This study was based on nakumatt holdings limited a leading outlet in Kenya the variables used here are response rate, employees perception on buying process, retail outlet performance etc. It concludes that retailers must closely manage the total cost of procurement and keep transportation expenses in check without affecting product availability. **Albana Berisha Qehja, Justina Shiroka Pula, (2015)** discussed on factors that influence store selection for supply chain with fast moving consumer goods. It also highlights the factors that consumers consider in order to improve the performance of the business. It concludes that rich offering of the stores is important and very influential factor in customers to select and decide to purchase. **Anika Berning, Chanel Venter, (2015)** studies sustainable supply chain engagement in a retail environment. It concludes that retailer only focused on environmental aspect of sustainability. Researchers can determine whether small organizations are more inclined to build strong and healthy stakeholder relationship with large retailers. **Jeszka, (2015)** studied the supply chain collaboration and cost saving as a result of returns handling programmes in retail corporations. The integration of IT systems with suppliers and customers also influences the cost saving. It concludes by contributing the growing trend of research into reverse logistics and emphasizes the role of retailers and cooperation in the supply chain. **Alberta Ha, Weixin Shang, Yunjie Wang, (2016)** studied manufacturer rebate competition in a supply chain with a common retailer. A model is developed with two competing manufacturers selling substitutable products through a common retailer. Many of the models are used to calculate the rebate and identify rebate decisions.

VARIABLES FOUND

1. Supply chain management practices on smooth flow of Products
2. Inventory level due to Supply Chain Management
3. overall cost of material procurement
4. efficiencies and effectiveness of services of retails
5. frequently space planning
6. Customer satisfaction level
7. Quality of Product / Services
8. availability of wide range of Products
9. profitability of members of Value chain
10. Availability of wider range product
11. choice of more variants
12. Better product quality
13. Choice of more brands
14. Certainty for availability
15. Best Price availability
16. Better Customer Service

DISCUSSION

This paper presents a review of literature in supply chain management. The review has been made on different journal papers regarding supply chain management practices in retailing sector and consumer perception towards retailing sector. Supply chain management plays an important role in organized retail stores. Today in India growth of organized retail stores is becoming higher due to foreign direct investment. In order to provide efficient service to customers its important to have a good supply chain management practices. In some papers foreign authors discussed various supply chain practices in different countries. In India only few regions a specific study has been conducted about supply chain practices. In this paper an attempt has been made to study the consumer perception towards supply chain practices in organized retail stores with respect to trichy region.

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