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A STUDY ON SUPPLY CHAIN MANAGEMENT IN FMCG IN MYSURU CITY**JAGATH PONNANNA****STUDENT****AMRITA SCHOOL OF ARTS & SCIENCE****AMRITA VISHWAVIDYAPEETHAM****AMRITA UNIVERSITY****MYSURU CAMPUS****MYSURU****SANDHYA P****LECTURER****AMRITA SCHOOL OF ARTS & SCIENCE****AMRITA VISHWAVIDYAPEETHAM****AMRITA UNIVERSITY****MYSURU CAMPUS****MYSURU****ABSTRACT**

The FMCG market in Indian is emerging at a quick speed despite of the economic downslide. The raising disposable earnings and lifestyle in most tier 2 and tier 3 cities are having an influence on the Fast Moving Consumer Goods development across the nation. This report examines the supply chain management for FMCG companies in Mysuru city. This starts with an overview of the FMCG sector in Mysuru and goes on to explain how the supply chain in such companies across the city have added value to the industry and how further betterment in the system can add onto the growth of the industry. The report also contains a summary of the key players, including their product portfolio, business operations, and strategies. The report concludes with an industry outlook section.

KEYWORDS

FMGC, supply chain management.

INTRODUCTION

The current issues that are affecting supply chain performance in FMCG are as follows:

Distributor Performance Inadequate efficiency of Suppliers and Transporters may cause low levels of client satisfaction and excessive route to Market costs. Although there are factors that Manufacturers cannot influence, especially poor infrastructure, there are many ways in which Distribution and Transport expectations can be considerably improved. Thus managing availability in complex distribution set ups is a challenge.

Improving Distributor Performance Companies look at improving distribution and transportation through improving current processes and systems.

Logistics Some companies operate with owned warehouses, distribution centers and trucks and are not sure whether this is the best option.

Growth & Supply Chain Limitations for all companies a key concern is to evaluate all areas of the provide cycle for ways to improve productivity, customer satisfaction and reduce supply chain operational costs and capital put in the supply chain. One common concern is a lot of completed products kept by the maker compared with the relatively low levels of finished products kept by the distributor.

Planning Poor forecasting and demand planning is causing production planning issues by continuously changing production plans on a weekly and sometimes daily basis. Production Planning tools are generally felt to be inadequate and either not available within the ERP system or used stand-alone spreadsheets and manual workaround solutions.

The other taxation structures, dealing with counterfeit goods, infrastructure, emergence of third party logistics provider and reservation for the small scale sector are some of the other challenges faced by FMCG industries.

PURPOSE OF STUDY

Mysuru city is going through a retail revolution. All the big business homes are coming into this Segment and it is growing at a very fast speed. Retail is providing incredible possibilities in career. However, this city also poses a big challenge to organized large retailers particularly in the FMCG sector. Food being perishable item, for the retailer to be successful the key is proper supply chain management. The task comes from a number of factors, e.g. Different lifestyle and hence different preference, very inadequate infrastructure like inappropriate roadways, bad connection between production centers and markets, lack of proper cold chain facility like refrigerated transportation, ware-housing etc. Under these conditions it is interesting to find out how huge structured retailers are dealing with these problems. In this paper a relative study is made in supply chain management adopted by different players in FMCG segment.

REVIEW OF LITERATURE

Article title **"7 principles of supply chain management"** David L. Anderson, Frank F. Britt, and Donavon J. Favre suggested that Companies that have achieved excellence in supply chain management tend to approach implementation of the guiding principles in mind. It enhanced both customer satisfaction and profitability by strengthening management of the supply chain.

Supply Chain Management and Sustainability: Procrastinating Integration in Mainstream Research article by Marisa P. de Brito and Erwin A. van der Laan 3. Highlight is the analysis of sustainability issues in supply chain management research will long remain an add-on for special-interest groups instead of an integral part of mainstream research as it should be. the reasons for procrastinating are the *conflicting nature of the task* and the *inherent context*, that is, the focus is inherently on operations and not on the environmental or social issues. The need for multi-objective and multi-disciplinary research and that referees are instructed to pay special attention to sustainability impacts.

What is Management in Supply Chain Management? - A Critical Review of Definitions, Frameworks and Terminology Dag Naslund University of North Florida and Lund University, Sweden Steven Williamson University of North Florida, research to confirm the significant stated benefits of SCM, this is a crucial yet challenging dilemma to solve. In many cases, we do not have seamless chains, optimized flows, or networks of integrated organizations. In reality, the frameworks and their corresponding terminologies, once more aptly illustrated, ultimately are dealing with companies trying to make dyadic relationships better by applying both qualitative and quantitative research projects to further develop these concepts in order to advance both practical applications and academic theories.

DEFINING SUPPLY CHAIN MANAGEMENT

Supply chain management (SCM) is the process of planning, employing and controlling the operations of the supply chain as effectively as possible. Supply Chain Management ranges all activity and storage of raw materials, work-in-process stock, and finished goods from point-of-origin to point-of-consumption.

In other words, Supply chain management (SCM) is the art and science to improve the way a company manages its raw components and final output in terms of a product or a service and offers it to customers. Supply chain can be identified as the physical, financial and information networks for the logistic activity of materials, funds and related information. It starts from the acquisition of raw materials to distribution of finished products to the end users. Participants of supply chain include all vendors, service providers and customers. In essence, Supply Chain Management incorporates supply and demand administration within and across companies.

Some experts distinguish Supply Chain Management and logistics, while others consider the terms to be interchangeable. It is useful to remember that these are the terms that are used intertwine to define and distinguish between these related terms.

Although Supply chain management is no longer a business school concept, but a track proven technology appropriate to just about every company, regardless of the industrial sector. It is a sequence of complicated data that optimize enterprise plans within given set of constraints, backed up by a fully integrated suite of financial, distribution, and human resource management system. Supply Chain Management features planning and management of all activities involved in sourcing, procurement, conversion and logistics management activities. Often, it also includes co-ordination and collaboration with channel partners and customers. Supply Chain Management integrates supply and demand within and across companies. Supply Chain Management execution is handling and co-ordination of the activity of materials, information and resources across the supply chain. Thus, Supply Chain encompasses all activities associated with the flow and transformation of materials and information from the raw material stage through to the end user.

Fast Moving Consumer Goods (FMCG) goods are commonly named as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular periods. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily of frequent consumption and have a high return.

The FMCG Industry is on a high growth curve with the overall demand expected to multiply over the next decade. This high growth is most likely to be accompanied by significant structural shifts such as changing customer preferences, emergence of modern retail dimensions, growing rural spend tendency.

The resultant new challenges that need to be addressed for an efficient and effective supply chain are:

- Managing generation of different varieties.
- Aligning to the outstart of new channels.
- Managing the challenges of reach.

Companies are now realizing that current supply chain configurations need to evolve to enable them to participate in achieving growth. This requires fresh thinking on the ways in which an organization would structure itself in terms of its key supply chain processes and drivers.

With the presence of 12.2% of the world population in the villages of India, the Indian rural FMCG market is something no one can overlook. Better infrastructure facilities will improve their supply chain.

A qualitative study conducted in the past has captured information about the supply chain management in FMCG sector.

RESEARCH METHODOLOGY

The methodology used for this study is that of primary research. Surveys were given out to 30 FMCG stockiest.

By collecting and analysing the results of the surveys we arrive at conclusions for each of the considered questions. In the survey we consider 12 questions.

SAMPLING

The sampling plan for the study decides the work area that is the population, which has to be surveyed. A Brief idea about the sampling for this research consisting of its different parameters.

SAMPLING METHOD (JUDGMENT SAMPLING)

In this type of the sampling the researcher uses his judgment to select population members who are good source for accurate information.

SAMPLE SIZE

Due to the shortage of time the research size is taken short so that the research can be done easily.

DESCRIPTIVE RESEARCH

The research is primarily descriptive as the problem is very specific and a certain set of answers only while provide the insight to the solution.

EXPLANATORY RESEARCH

This stage develops a precise theory which is used to explain empirical generalizations that are derived from descriptive stage.

DATA COLLECTION

The data has been primarily collected from the various customers.

ANALYSIS AND INTERPRETATIONS**1. LEVEL OF AWARENESS TOWARDS SUPPLY CHAIN MANAGEMENT IN THE FMCG SECTOR**

As per the research conducted 70% of stockiest the level of awareness in this sector of SCM in FMCG have added the value to this industry and also further betterment in the system can add onto the increasing growth of the industry.

2. DEGREE OF WILLINGNESS TO ACCEPT SUPPLY CHAIN MANAGEMENT FOR BETTER PROFITABILITY ACHIEVEMENT

For the better profitability achievement 80% of the stockiest in this particular FMCG sector the willingness to accepting SCM is done. Only because they have made a good enhancement in this sector.

3. CHOICES FOR A BETTER SUPPLY CHAIN SOLUTIONS

- Some of the choices implemented in SCM in FMCG sectors stock management
- Assess, design, implement, manage, operate, improve.
- Distribution management.
- Transportation management

4. INSUFFICIENT FUNDS AFFECTING THE IMPLEMENTATION OF SUPPLY CHAIN MANAGEMENT

Without a proper investment in this sector the chain of the supply will not succeed so for a better SCM funds should be sufficient.

5. SATISFACTION LEVEL WITH SUPPLY CHAIN SOLUTIONS

The level of satisfaction in supply chain is about the speed of delivery of stocks, delivery of services which is promised at a particular place on a particular time.

6. LEVEL UP TO WHICH NEW EMERGING TECHNOLOGIES ARE BENEFICIAL IN PROVIDING BETTER SUPPLY CHAIN SOLUTION

With new technologies the sector is growing to a great extent 70% of Stockiest are into new technology where they are into a better supply chain solution and other 30% of the FMCG sector are still following the traditional system.

7. ROLE OF SUPPLY CHAIN IN THE TOTAL PERFORMANCE OF A BUSINESS

It reduces the inventory costs and also it provides a medium for sharing information among partners. And makes a better manufacturing strategy and by this automatically cash inflow increases.

FINDINGS AND CONCLUSION

Most of the stockiest of Mysuru are well aware about the Supply Chain Management fundamental but approximately 40 % stockiest are not aware about the same; they follow traditional way to deliver good to their customers.

Supply chain management is known to be one of the most important tools to increase total profitability. Particularly in case of stockiest business supply chain contribution forms major part of total profit. But in this city 45 % stockiest don't believe that supply chain helps form major part of their total profit. Willingness level to accept the supply chain management advantage of better profitability achievement is also not very satisfactory.

On the basis of above response, most of the stockiest have many options for alternative Supply Chain Solutions, some have moderate level of options for the same. But 55% stockiest have very few options for alternative Supply Chain Solutions. Those who have very few options for Supply Chain feel trouble when they want to increase supply chain performance.

Supply chain cost contributes to the major part of the total cost in the FMCG stockiest business. But effective supply chain management would be helpful in reduction of cost and increase profit.

Satisfaction level among respondents towards Supply Chain Solutions is high. Most of the respondents feel so.

According to the survey respondents feel that Supply Chain plays a major role in uplifting the total performance of the business.

Respondent Stockiest don't like to outsource supply chain solutions because their business is all about supply chain. Outsourcing supply chain solutions from third party supply chain service provider would directly impact their total profit. Supply Chain solutions hold a high importance in the FMCG sector as compared to other commodities' sector in Mysuru city.

As far as challenges in the FMCG sector are concerned, the picture is somewhat more practical and tactically oriented. The ongoing struggle to make the supply chain demand-driven and lean is the regarded as a serious and critical challenge to the FMCG sector.

So the need is to create a better promotional awareness by FMCG key players to offer different version of SCM solutions because stockiest feel that they can offer better time bound delivery of product to their customer and can manage their inventory in a better way such that it poses out to be a strategic advantage to their business.

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