

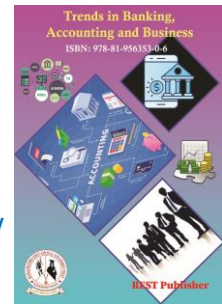


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A study on supply chain management process of poorika At Bangalore

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Abstract: *Poorvika PVT Ltd, a leading player in the Indian telecommunications industry, has implemented an effective Supply Chain Management (SCM) process to ensure timely and efficient delivery of products to its customers. This case study aims to analyze the SCM process in Poorvika PVT Ltd and identify the key factors that contribute to its success. The SCM process in Poorvika PVT Ltd involves a collaborative approach with suppliers, manufacturers, and logistics providers. The company uses a just-in-time (JIT) inventory system to maintain minimal stock levels, reducing inventory costs and minimizing stock outs. The procurement process is streamlined through online portals and regular communication with suppliers ensures that products are delivered on schedule. The company's logistics arm, Poorvika Logistics, plays a critical role in managing the supply chain. With a network of 10 depots and over 100 distribution centers, Poorvika Logistics ensures that products are delivered to customers within 24-48 hours of receipt. The logistics team uses advanced analytics and real-time monitoring to track shipments and optimize delivery routes. Poorvika PVT Ltd also employs a robust quality control system to ensure that products meet customer expectations. The company's quality control team inspects products at every stage of the supply chain, from raw material sourcing to final product delivery.*

1. INTRODUCTION

Environmental benefits of development-intensive green goods may be continuously enhanced by a growing green standard (Gao, Xiao, Wei & Zhou, 2020). Environmental innovation is an important factor in today's economic success. Using the Schumpeterian perspective on how a firm's perception of the green success of competing enterprises drives its pursuit and creation of environmental innovation through green supply chain implementation activities. Firms are intimidated from their competitors' success in environmental management efforts, thus pursuing supply chain integration projects. Green supply chain integration tends to have a favorable impact on creating incremental environmental innovation, but only customer integration appears to have a significant beneficial impact on developing radical environmental innovation (Dai, Cantor & Montabon, 2015). The supply chain is critical for manufacturers, distributors, and retailers in determining product prices and profitability. The primary focus of this study will be on the methods for cost optimization, operational enhancement, and delivery performance improvement in e-retail supply chains such as Poorvika. It will also offer several methods for e-commerce supply chains to function efficiently in the Indian e-commerce market by implementing greener practices.

2. OBJECTIVE OF THE STUDY

To Comprehend the logistics administration framework at Future supply chain
To gain knowledge on logistics industry

To comprehend the efficacy of logistics administration framework
To know the different perspectives engaged with Logistics administration
To know the CRM at Future supply chain
To perceive about the general administration and association of Future supply chain

3. SCOPE OF THE STUDY

The study is selected to establish the effectiveness and feasibility process of logistics management in the organization, it helps the company to learn the process involved and taken necessary changes if needed. It provides effective information to fill the gaps in the logistics management to have a better and the smooth control over the logistics, therefore is great scope in this field as it can help the organization.

4. LITERATURE REVIEW

Sarkis and Zhu (2011) provide an overview on various organisational ideas that have seen use in the fledgling GSCM Their study focuses on GSCM studies that used an organisational theoretic lens to base their research, particularly on the adoption and spread of GSCM techniques. The material featured in the journal has accurately tested and extended upon organisational theories or used theories for descriptive objectives, with a significant emphasis on GSCM adoption and its performance consequences.

Srivastava (2007) says that there is a heightening desire for sustainable choices and their incorporation into supply-chain management and practices. There is an absence of an extensive foundation for green supply chain management (GSCM). Its foundational lack also impacts regulatory bodies, which create rules to solve social and environmental issues to allow for commercial and economic advancement

Sharanya and Nair (2018) describe that marketing was formerly the connection between the consumer and the supply chain. The consumer contacted marketing, and if the information provided by the consumer contained order modifications, the changes were sent to the supply chain via the sales and operations planning system and the master production schedule. The supply chain department never got connected with the client or learn anything about him or her.

Razak and Ibrahim (2020) state that while the term supply chain is defined a one-way, linear relationship between the various contributors involved in it (e.g., from resource extraction, processing, component manufacturing, system integration, final assembly, and so on), the chain can be stated as a network of individuals and organisations. Typical supply chain management (SCM) organizes, implements, and controls supply chain activities as effectively as possible but overlooks and externalizes considerable expenses from a narrow perspective. However, a green supply chain takes a more prominent, systems-level approach that reintegrates some of these costs and eventually converts them into valuable sources. Green supply chains thus alter the traditional supply chains in two fundamental ways: they boost the environmental sustainability and effectiveness of the prevailing forward supply chain while adding a completely new reverse supply chain.

Holweg and Helo (2014) address that over the years, numerous scholars have obtained in-depth understanding of the operational and strategic elements of establishing and maintaining supply networks. When analysing this vast area of study, there is a constant schism linking the 'value chain' perspective, which evaluates the characteristics of value creation and allocation, and the operational 'supply chain' perspective, which compares strategies and tools for designing and operating effective inter-firm networks. Typically, the value creation and supply chain views do not interact: the value creation perspective attempts to capture a tremendous value in financial terms, whereas the supply chain viewpoint seeks to build operationally structured supply networks. In variance with their academic beginnings, these two traits are both essential (and hence inadequate) elements of a firm's supply chain approach.

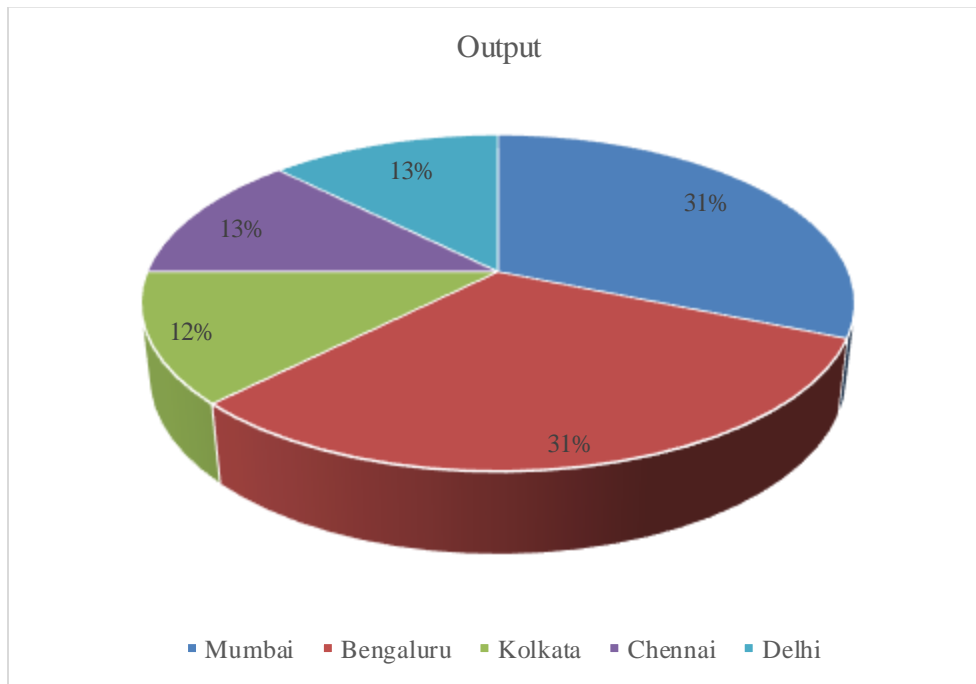
5. RESEARCH METHODOLOGY

Research implies look for learning. It goes for finding reality. It is the scan for information through goal and orderly strategy for discover answer for issues. Consequently, explore is a procedure of efficient and inside and out

examination or pursuit of a specific point, subject or territory of examination supported by gathering, calculation, introduction and translation of important information. An examination finding may offer ascent to new issues which may require additionally look into. So an exploration prompts another examination.

5. DATA ANALYSIS

Sl. No.	Particulars	Output
1	Mumbai	25
2	Bengaluru	25
3	Kolkata	10
4	Chennai	10
5	Delhi	10



Interpretation:

From the data obtained it is that Mumbai and Bengaluru share the equal services from the company with 25 outputs, Kolkata and Chennai stood next to Delhi achieving 10 points in terms of received by the Future supply chain. In order to increase the further share around the world, what we can do is to set up more future supply chain location in other geographical areas. This may boost up confidence and competition.

6. FINDINGS

The excellence of facility and quality as ranked is good in future supply chain. There is good rapport between management and employees and they always work to maintain the same. Future supply chain deals with excellence and use standardized products so that it increases the company’s profile and reputation. The activities and operations of 3PL logistics provider should be given preference and compete with them. Operations in the organization is well occupied with advanced technologies. Management is always strong to appoint efficient and skilled persons.

7. SUGGESTION

Employees involvement should be increased in the decision making process. Organization can initiate human resource to enhance employee drive Tracking and live tracing of the goods for both the company and the client order must be further enhanced. Discounts and price cuts should be adapted bring the same clients again to future supply chain to strike a deal.

8. CONCLUSION

The world is regularly witnessing unfathomable development in dominant part of the enterprises. The coordination's and cargo industry is one industry which is quickly developing. Overall logistics coordination's industry is recognized by quick innovative advances also is developing swiftly than generally other ventures over the previous years.

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