

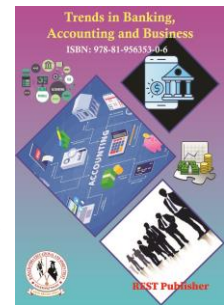


Trends in Banking, Accounting and Business

Vol: 3(1), 2024

REST Publisher; ISBN: 978-81-956353-0-6

Website: <https://restpublisher.com/book-series/tbab/>



A Study on Effectiveness of Supply Chain Management in Endeka Ceramics at Hosur

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Abstract: Supply chain management is a critical aspect of conducting any business. In this article, we provide an overview of the advancements in supply chain management. In the initial section, we present alternative definitions and key issues related to supply chain management followed by a discussion of complexities associated with managing supply chains. Subsequently, we discuss major inefficiencies of poor supply chain management. Finally, a brief summary of research activity to date and a discussion of future challenges related to supply chain management are presented. Supply chain management is a set of approaches utilized to efficiently integrate suppliers, manufacturers, warehouse and stores, so that merchandise is produced and distributed at those right quantities, to the right time, in order to minimize system wide costs while satisfying services level required. Modern day supply chains integrate the operations of a firm, its suppliers and its customers and involve all of them in the planning process for providing products and services to delight the customers. This article mainly focuses importance, problems of supply chain management and also importance for integrations of supply chain management to improve business.

Keywords: Supply Chain Management; Operations Management; Manufacturing; Service; Logistics; Sourcing; Outsourcing; Procurement; Competition; Information; Technology; Globalization; Sustainability.

1. INTRODUCTION

A supply chain is the connected network of individuals, organizations, resources, activities and technologies involved in the manufacture and sale of a product or service. A supply chain starts with the delivery of raw material from a supplier to a manufacturer, and ends with the delivery of the finished product or service to the end consumer. SCM oversees each touch point of a company's product or service, from initial creation to final sale. With so many places along the supply chain that can add value through efficiencies or lose value through increased expenses, proper SCM can increase revenues, decrease costs and impact a company's bottom line. The term "supply chain management" entered the public domain when Keith Oliver, a consultant at Booz Allen Hamilton (now Strategy), used it in an interview for the Financial Times in 1982. The term was slow to take hold. It gained currency in the mid-1990s, when a flurry of articles and books came out on the subject. One of the first to formally define supply chains as encompassing all activities associated with the flow and transformation of goods from raw materials through to the end user, as well as the associated information flows. Supply chain management was thus defined as the integration of these activities through improved supply chain relationships to achieve a competitive advantage. In the late 1990s it rose to prominence as a management buzzword, and operations managers began to use it in their titles with increasing regularity.

2. OBJECTIVES OF STUDY

To think about guarantee and its long-lasting nature of serious item in industry.

To know the degree of production network Logistics work among the customer in granite businesses.

To know the how address the difficulties and rivalry of the industry

To discover the degree of granite brand among customers.

To study supply chain and Logistics function towards of granite industry study the purchaser disposition towards organization special exercises.

3. SCOPE OF THE STUDY

The research study named a supply chain and logistics function with the industry will assist with comprehension about the client assumption on the lookout. The research finding will like wise help in the appropriate execution and plan of showcasing methodologies. The research discoveries of this investigation will help the business, to outline certain procedures to improve the deals and the organization and its image picture and rivalries. It additionally assists with understanding the business examples of the item and to realize the elements affecting the deals.

4. LITERATURE REVIEW

Venter (2018) supply chain management has played an operational role within logistics and mineral extraction commodity companies. Recently, cost reduction projects have brought supply chain management into the limelight. The level of advent-logistics in logistics Supply Chain Management (SCM) can facilitate or constrain world economic development. To analyze the logistics supply chain, in this study need to understanding well the nature of logistics industry, identifying the most important Inputs and Outputs (starting from Quarry until the End-customer) and utilizing Nowadays-Benchmark tools such as Supply Chain Council's SCOR model processes, Absolute triangle, ABC analysis and Model simulation.

Edgar Blanco (2018) traditionally supply chain management has played an operational role within logistics and mineral extraction commodity companies. Recently, cost reduction projects have brought supply chain management into the limelight. In order to clarify the reasons of the evolution of supply chain management and to demonstrate the value of efficient supply chain management within the logistics industry, an analysis of the logistics supply chain has been carried out using Michael Porter's five forces.

A C Shukla, (2019) there is also an increasing awareness towards the requirement of sustainable development in the area of supply chain management. The companies nowadays are moving ahead and striving for sustainability and Environment. Literatures have recognized the importance of explicitly addressing sustainability issues in supply chain and operations management in recent pasts. However, there is a lack of systematic integration of the environmental and social component of sustainability in addressing supply chain and operations management issues. Efforts to make supply chains more environmentally friendly have gained top most priority due to increasing threats arising out of phenomena like global warming and climate change.

Ross (2019) Supply chain management is such an emerging and sought-after topic these days that it is inevitable to separate different industrial operations such as marketing, production, distribution, transportation and procurement of goods from it. The reason behind the popularity of the concept is globalization and growing emphasis on quality and time in uncertain environment of production and distribution.

Dubey (2022) have mentioned in their current research work that innovative practices in supply chain in combination with TQM (Total Quality Management) can help firm to reduce cost and improve customer satisfaction which in turn reflect high profitability and better market share. On other hand the evaluation of supply chain should be based on some relevant criteria.

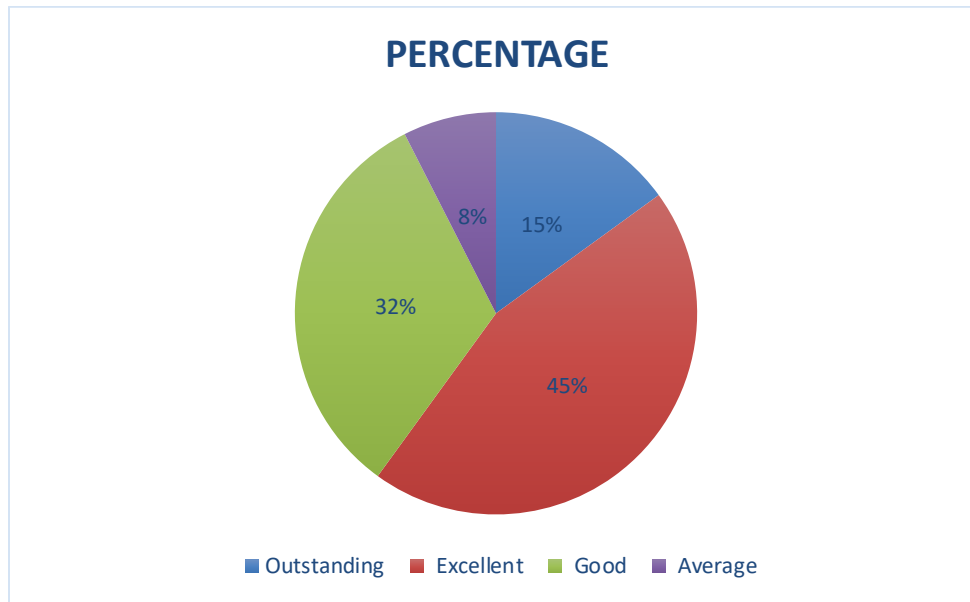
5. RESEARCH METHODOLOGY

Research Methodology defined this assessment as used in the sensible way of thinking for research. This examination relies upon ETS method, giving sensible monetary ascribes rather than speculative credits. Using overwhelm spread sheet regard, we have gathered a money related appraisal model used in this assessment.

6. DATA ANALYSIS

WORKING STRATEGIES OF SUPPLY CHAIN MANAGEMENT DEPARTMENT

S.NO	STRATEGIES	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Outstanding	18	15.0%
2	Excellent	54	45.0%
3	Good	39	32.5%
4	Average	9	7.5%
	Total	120	100.0%



CHI-SQUARE TEST

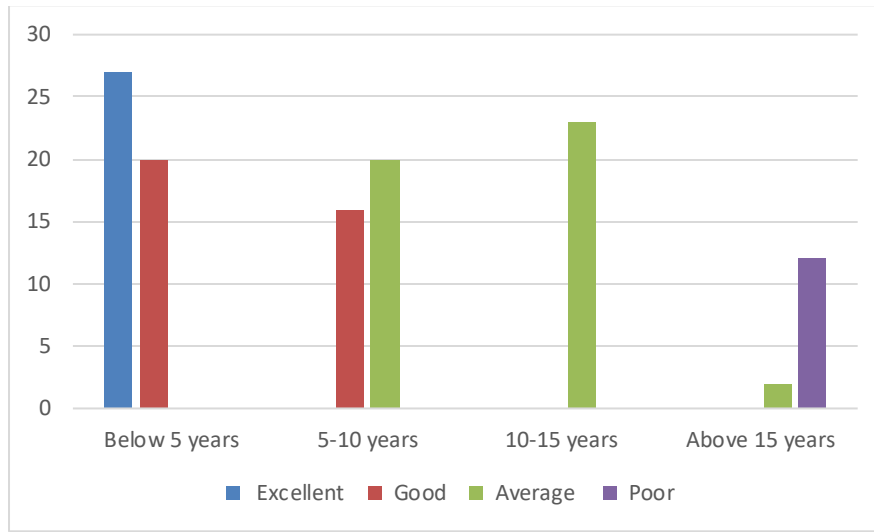
EXPERIENCE IN YEARS * OPINION ABOUT QUALITY OF SERVICE

Chi-Square Tests

	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	1.956E2 ^a	9	.000
Likelihood Ratio	185.718	9	.000
Linear-by-Linear Association	90.867	1	.000
N of Valid Cases	120		

6 cells (37.5%) have expected count less than 5. The minimum expected count is 1.40.

COUNT Experience in years - Opinion about Quality in service	Excellent	Good	Average	poor	Total
Below 5 years	27	20	0	0	47
5-10 years	0	16	20	0	36
10-15 years	0	0	23	0	23
Above 15 years	0	0	2	12	14
Total	27	36	45	12	120



7. FINDINGS

1. Majority 40% of the respondents are employee
2. Majority 40.0% of the respondent's income are Rs. 25,000 - Rs. 30,000
3. Majority 39.2% of the respondents are having below 5 years of experience
4. Majority 88.3% of the respondents are having all the address of the developer branches of the company
5. Majority 45.0% of the respondents are having excellent working strategies of supply chain management department
6. Majority 83.3% of the respondents are agreeing with industry not having sufficient transportation
7. Majority 41.7% of the respondents are using tactical activities for current growth process of the organization
8. Majority 42.5% of the respondents are good in delivery activity
9. Majority 22.5% of the respondents are influenced by internal sources in supply chain management

8. SUGGESTIONS

The present study did not use quantitative measures of firm performance. It would be interesting to see whether similar results can be obtained using quantitative measures such as profitability. Expose the firm to global competition and logistics capabilities to improve global competitiveness. Enable before-during-and-after sales service interface capabilities to gain strategic advantage.

9. CONCLUSION

The objective of this study is to investigate supply chain management practices in a ceramics manufacturing firm. The key learning of the study suggest that there is a bunch of supply chain management good practices exists in the

ceramics industry. A number of innovative projects and schemes are being run to manage supply chain operations in the logistics industry in an effective and productive manner.

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