



A Study on Supply Chain Process and Its Relationship With Customer Towards Sarvam Logistics Private Limited With Reference To Coimbatore

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ABSTRACT

The seamless connection, between logistics and supply chain management plays a role in the success of businesses operating in logistics industry. The purpose of this study is to explore the synergies between these two areas focusing on their link and how they contribute to operational effectiveness and efficiency across logistics industry. To ensure cost-effective fulfilment supply chain management relies heavily on logistical operations that encompass everything from sourcing raw materials to delivering the final product. This paper delves into the intricacies of this interconnection highlighting the significance of collaboration integrating technology sharing real-time data and strategic planning. Furthermore, we will demonstrate how aligning supply chain management and logistics harmoniously fosters agility, resilience, and responsiveness. Ultimately, this report asserts that the interdependence between logistics and supply chain management serves as an enabler for company success in a complex global landscape with high demands. The insights presented in this article aim to benefit practitioners, policymakers, and researchers by providing an understanding of this relationship while paving the way, for innovation, growth, and sustainability.

KEYWORDS

Supply Chain Management, logistics industry, innovation, growth, and sustainability.

I. INTRODUCTION OF THE STUDY

A supply chain management is the related association of individuals, affiliations, resources, activities and headways drew in with the amassing and offer of a thing or organization. A store network the board starts with the transport of rough material from a supplier to a creator, and

terminations with the movement of the finished thing or organization to the end client. SCM directs each touch point of an association's thing or organization, from initial creation to indisputable arrangement. With such incalculable spots along the production network that can add regard through efficiencies or lose regard through extended expenses, proper SCM can fabricate livelihoods, decrease costs and impact an association's essential concern.

Definition of Supply Chain Management

Worldwide business sectors are extending past lines and re-characterizing the manner in which request and supplies are overseen. Worldwide organizations are driven by business sectors across landmasses.

To hold the expense of assembling down, they are compelled to keep hoping to set up creation places where the expense of crude materials and work is modest. Sourcing of crude materials and sellers to supply the correct quality, amount and at right value calls for dynamic acquirement system crossing across nations.

Component of Supply Chain Management

Supply chain Management incorporates, arranging, plan, control and execution of all business measures identified with acquirement, assembling, dispersion and deals request satisfaction elements of a business. Every one of these exercises include various organizations of sellers and specialist co-ops which are incorporated and co-facilitated by the Supply Chain Experts of the association to move crude materials and completed products from and to all far off areas across the globe.

STATEMENT OF THE PROBLEM



Due to the fact that supply chains function as a system or network, problems experienced in one part of the supply chain permeate through to the whole supply chain. This can lead to greater inefficiencies in the supply chain as a whole. More consideration should be given to the impact of actions and decisions in one part of the supply chain on the rest of the supply chain to ensure best decisions for the supply chain as a whole.

Due to the poor competitiveness of the logistics industry in comparison with global competitors, the question could be asked if the SCM approach is implemented to the fullest extent with a focus on supply chain wide solutions and efficiencies instead of those of individual parties in the supply chain

OBJECTIVES OF THE STUDY

- A study on supply chain process and its relationship with customer towards sarvam logistics private limited with reference to Coimbatore.
- To reveal the measures to improve the relationship between the employer and the organization for effective work condition.
- Identify and optimize key factors affecting efficiency in supply chain management.
- To study the different types of supply chain management processes.
- To study how to develop supply chain collaboration could be to enhance operational efficiency

SCOPE OF THE STUDY

This study is mainly focused on the understanding and working of the supply chain management in the Logistics industry. This study helped me in understanding the real happenings behind all the theories that I had learned so far in my MBA. Data collection from every department in the organization like procurement, manufacturing, store house, distribution and marketing department helps me in better understanding of the working of every individual departments and their practical difficulties.

And in the last the aim of the study is to observe the supply chain management process and determine the lead times for different process and provide the suitable recommendations to reduce the lead time the individual process of supply chain of distribution channel. This will help the management to make the supply chain of distribution channel more efficient and bring down to cost and make them to compete with their competitors.

LIMITATIONS OF THE STUDY

- The limitation of the study is insufficient financial resources, time and materials.
- The respondents are not reply for the entire interview schedule.
- The research has insufficient periodical data. so the time is very constrain
- The research has depends upon both of management and employees because very limitation for the summary and conclusion.

II. REVIEW OF LITERATURE

Fernando D. Mele (2021) his work addresses the design of supply chains (SC) for Logistics/ethanol production with economic and environmental concerns. The design task is formulated as a bi-criterion mixed-integer linear program (MILP) that simultaneously minimizes the total cost of the network and its environmental performance over the entire life cycle of the product (i.e., Logistics and ethanol). The capabilities of their approach are highlighted through a case study based on a real scenario, for which a set of Pareto optimal alternatives is calculated.

Alberto Bandonic (2022) the interest in renewable fuels such as bio ethanol has significantly increased in the last years all over the world. In this work, a decision-support tool based on a mixed integer linear model for the design of Logistics cane supply chains (SC) is developed. The approach considers the minimization of the total SC costs and environmental impact, which is determined according to the Life-Cycle Assessment principles. The solution is a set of Pareto optimal alternatives, i.e. SC configurations with associated strategic planning decisions. The capabilities of the proposed framework are illustrated through a case-study designed on the basis of the current situation in Argentina.

Mikael Rönnqvist (2022) Fierce competition in today's global markets, the introduction of products with shorter life cycles, and the heightened expectations of customers have forced business enterprises to focus attention on their supply chains. Supply chain management is a vast area. It has tremendous potential to add value as a strategic function for companies in industries. This paper will discuss supply chain optimization on its role in reducing cost in logistics industry.

Venter (2022), 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 they 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.

III. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically. The various steps adopted by a researcher in studying the research problem along with the logic.

RESEARCH DESIGN

The research designs constitute the blue print for the collection, measurement and analysis of data. There are types of research design; they are exploratory research design, experimental research design and describe and diagnostic research design.

CHI-SQUARE TEST

NULL HYPOTHESIS

(H₀): There is no significant relationship between Age and types of processes follow your supply chain management

ALTERNATIVE HYPOTHESIS

(H₁): There is significant relationship between Age and types of processes follow your supply chain management

Chi-square test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.377E2a	9	.000
Likelihood Ratio	172.520	9	.000
N of Valid Cases	150		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .09.

RESULT

Since the calculated value is less than the table value. So they accept the null hypothesis. Age and types of processes follow your supply chain management.

IV. SUGGESTIONS

- Enable before-during-and-after sales service interface capabilities to gain strategic advantage.
- Enable logistics supply management interface capabilities to minimize supply chain wide cost without compromising service levels.

The research had adopted descriptive research design for the study.

SAMPLE SIZE

This includes the list of 150 respondents (refer to the analysis of data).

SAMPLING METHOD

Sampling method utilized was convenience sampling was adopted.

Methodology of the data collection

A descriptive research was undertaken to the study of the problem. The study is descriptive in nature. Descriptive research is those which are concerned with describing the characteristics of a particular individual of a group.

The descriptive research describes the demographic the characteristic of the respondents and is typical concern with determining frequency with something occurs how the variables vary together.

STATISTICAL TOOLS

The commonly used statistical tools for analysis of collected data are:

1. Percentage analysis
2. Chi Square
3. Correlation
4. Anova



effectiveness to create value to customers.

- Actively coordinate collaboration of logistics with other firms across the supply chain in pursuing efficiency and effectiveness to match supply with demand.

V. CONCLUSION

The objective of this study is to investigate supply chain management practices in a logistics firm. The key learning of the study suggest that there is a bunch of supply chain management good practices exists in the 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. There are certain issues one of them is with supplier selection, supplier relation and supplier qualification. Supply chain environmental issues, quality issues, are the key area of concern. The industry is seeking implementation of green supply chain measures to effectively address these issues

The major limitation of the study was that most of the respondents being very loyal to the company and were reluctant to give response. The numbers of respondents need to be increased. Qualitative methods have been used which produces generalized results. This work may be carried out for other logistics manufacturing organization

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