



IMPACT OF SUPPLY CHAIN INTEGRATION ON ORGAZITION PERFORMANCE

Name: ABC



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ABSTRACT

Since the evolution of human beings people do exchange of things based on their needs such as some exchange food and vegetable with other daily routine products that are woods, milk, and other services. The technology and advancement made a lot of changes in processes which resulted in systematical systems which is nowadays followed by different types of organizations and firms. These organizations run based of supply and demands of their customers in the consumer market. The supply chain has three main factors that are internal integration, customer integration, and vendor integration. Internal integration depends on culture and methods inside organization. Customer integration termed as the relation between clients and organization it include business term, customer support and customer valuation. Vendor integration is exchange of raw material that are essential for matching the regular targets of organization. There are also contracts signed between different entities in the business environment. This project aims to impact of supply chain integration on organizations performance. It is assumed that this research will thoroughly analyze the methods and guidance that increase the performance of organizations in supply chain integration.

Keywords – *supply chain, business model, organization integration, financial performance*

1.0 INTRODUCTION

The exchange of goods is a traditional method that has been continued from the very beginning of since evolve of human beings. In the ancient period people used to exchange things based on their needs such as food, wood sticks, fruits, and vegetables. There was no any measurement and importance in the comparison of one item with other but people become aware with respect to time then they started to trade things by the actual value and importance of that good. Since the technology has brought a lot of changes in the traditional processes and human beings started to develop structured and well managed organization to do proper exchange of goods that has helped them a lot to continue their businesses for long term.

The concept of supply chain is very basic that basically connects different peoples that helps each other to achieve their outcomes. In organizations, the process of supply chain is the connection between various other organizations and peoples that are directly or indirectly complete the needs of their organizations and clients. The practical approach of supply chain can be defined as each product that is used for daily routine it can any food, cloth, jewelry, vehicle, electronic device require raw material that is brought by different vendors, after collecting bulk amount of different material vendors supply them to organizations then different process are performed on that material to convert that into a product that is the actual need of customers. In simple words, vendors supply items to organizations, then organizations make products from those items, then those products are sold out to consumer markets and the process goes on.

The process of supply chain is follow by every organization but the most important factor is how they supply to each other such as whether it is for a short period of it is long time contract based that is the most important point in the performance of an organization. Those organization which manage their supply chain are the exemplary and long lasting organization which are continuously providing their services to their clients but those which are poor in managing their supply chain could not continue to provide products to customers and ultimately face the loses that leads to discontinue from the market and organization become fail.

The impact of supply chain integration plays very important role the growth and performance of an organization. The key factors that impacts impact supply chain integration are internal integration, customer integration, and supplier integration. These factors have very different roles in their place such as internal integration defined as the relations of different process inside the organizations. Customer integration is the requirements of clients that fulfill the need of people. If the organizations manage the demands of clients with respect to time then their product would be used continuously. Supplier integration determines the supply of raw material that is provided by different vendors that requires strong relations, proper contracts, and agreements.

2.0 PROBLEM IDENTIFICATION

The process of supply chain integration has been followed by many different business organization that is necessary to run the organization but the question is whether or not the organization is generating the targeted revenue to achieve the goals of organization. If it meets the targets then the growth and performance of organization boosts up day by day otherwise it leads to failure of companies. The purpose of this study is to identify the impact of supply integration on organization performance.

3.0 LITERATURE REVIEW

In the existing studies, the researchers have performed a lot of work to find the reasons that impact the performance of supply chain integration. Researchers have collected the real data of different firms and organizations that belong to multiple categories such as food, textile, crops, vehicles, arts, and construction companies. The key factors that have been identified by the field experts are practical approaches of supply chain integration are termed as customer integration, supply integration, and internal integration.

Following are the detailed factors of the impact of integration of supply chain.

3.1 Factors of supply chain in business performance

According to the research methodology of researches from [3] the impacts that have been identified by different sources from multiple organizations are the integration of customers, suppliers, internal, the performance of customer-oriented, supplier-oriented, and financial performance. All these factors are correlated to each other because if any one of the factors gets affected then it will have an impact on performance. It all depends on the needs, demands, and utilization of people. If the supply is available in the market but there is no demand of certain product then there will be an impact on the performance of sales and companies need to manage the targets of supply by applying suitable tactics which can be achieved in the form of discount and sale. The decision from [3] comes to a point that the key factors that researchers identified through detailed quantitative research are the customer integration, internal integration, and supplier integration. There are barriers that impact the performance of supply chain, according to [2] that is a statistical quantitative study based on the data of more than two thousand companies that include firms, industries, organizations of various products. The study [2] suggests that the key factors of supply chain performance are supplier integration, customer integration, information integration, and internal integration. Another study that is based on China supply chain performance [1] that has reviewed multiple respondents from companies and came to the conclusion that key factors of supply chain in business performance are internal, customer, and supplier integration, customer-oriented, supplier-oriented performance, and financial performance.

3.2 Barriers of supply chain integration performance

There can be different types of barriers that impact the performance of supply chain business that leads to the failure of targets and contracts that could not be fulfilled by the organizations. The study [2] suggest the barriers that are lack of trust, culture differences, and conflicting goals. These barriers impact a lot in the performance of integration of supply chain which can hinders the process of products supply and demands. The study [2] also suggests that illogical and improper contracts leads to financial issues that can cause huge lose organization.

These barriers creates the monopoly between the organizations. Most of the time, it happens due to different goals and objectives of people. Similar and positive goals always leads toward success of the financial performance. The organizations and firms must have culture to make their people as much educated and consistent that create a sense of similar goals while is reason for the success. People who have different goals, they just enter in markets to disturb organizations but organizations need to get understand it as soon as possible and make those people out from the market. This research suggest to thoroughly analyze the barriers among organizations by taking interview and conducting survey from markets that leads to success and failure.

3.3 Relationships among different phases

The study [1] has also focused on relationships that are important in process of supply chain performance. The study suggest that the relationship between the supply-oriented performance and financial-oriented performance lead to financial performance. The relation of supply integration and customer integration also directly impacts financial performance. The relationships among all entities that are involved in supply chain integration impacts the performance in positive or negative manner. There need to balance among the relations between the involved entities. Uniliver is one of most reputable organization that is serving its customer since 1929. It is all the relations and culture that they have made in their organization which help it to global level success and it supplies product almost every country on the earth where it is possible for them. Business model includes all the strategies that are followed among the organizations. The managers and business leaders have to put a lot of work in their business model because if they follow the techniques that they mention in business model then success of business is a real charm.

4.0 PROJECT GOAL

This project aims to provide impacts of supply chain integration in performance.

The project has the following four main objectives:

1. To review the existing studies on impacts of supply chain integration.
2. To provide the guidance for the barriers of supply chain performance.
3. To suggest sufficient methods for managing supply chain integration.
4. To evaluate the performance of the proposed methods.

5.0 PROJECT METHODOLOGY

The existing studies on impact of supply chain integration in organization performance have been discussed in the literature review section. The methods that are essential for increasing the performance and production depends upon the management of barriers that occurs during the product development. This situation can relate to the time of covid-19 when organizations faced different types of problems such as vendors could not supply as per the need and demand of organizations. Employment also got affected due to the absence of labor in the supply chain that resulted on the poor internal integration within the organization. There is always a learning opportunity in bad times that play positive role in the growth of organization. It all depends upon the firms, companies, and organizations that how they take the challenges of difficult time. If they take challenges as learning then organization growth increases multiple times but if they stuck due to problems then failure is always an availability for them.

The important methods discusses the causes of supply chain integration performance.

5.1 Management of barriers in supply chain integration

Barriers are regular that has been faced by every human being and organization. They resist the things in opposite manner such as shortage of raw materials requirements of organization. Let suppose, an organization that make dairy products needs five hundred liters of milk on daily basis to complete the production targets but here is no any contract between organization and vendors of milk. The processes run good usually but suddenly a new company launched that pays more to

vendor than the other organization ultimately the vendor will be shifted because it is not easy for organization to suddenly increase the product cost if they could not manage vendor supplies then they would not be able to meet the regular targets that will lead to lose to organization.

The important point that can be learn from above discussion is contract are beneficial in the supply chain integration that did not resist the performance and target of organization. Similarly, contracts has types such as quarterly, yearly that depends on demands of consumers of that market. The manager need to perform analysis and research of future needs and situations of customers' integration to manage their supply chain process.

There is need of detailed review on the contracts which are signed among the different organizations with vendors and suppliers. Improper and illogical contract can lead towards lose in supply chain integration. This can be one of major barriers of the performance in supply chain integration of organization. This project is assumed to survey the data of firms and organizations contracts on two main factors which are successful contracts and failure contracts among the organizations.

5.2 Relations with vendors and customers

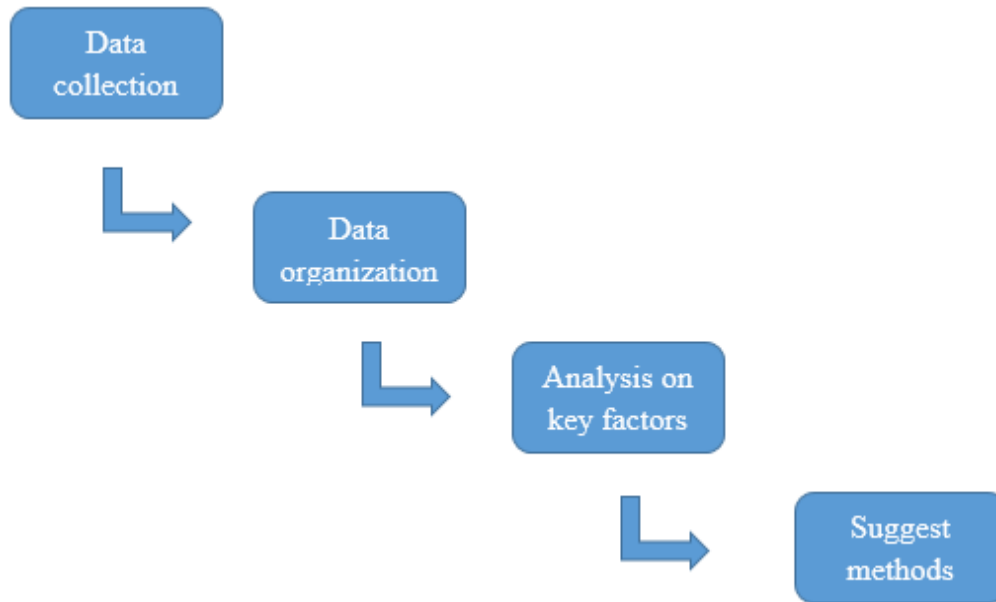
In business, it is well said that customer is king that means customers should be treated well mannered. Successful business take care of their clients even they bear some amount of loss maintain the relations with their customer because they are aware from the point that it is customer that become the reason behind the success of a firm, organization, or business. Those business who take customers for granted they become the example of failure in their society. Vendors are also the people who support in the product of business, vendors make it possible to meet the targets of organization. Successful organizations have loyal vendors that continuously provide supply to business organizations if for any reason vendor face issues in supply chain then organization try to solve their issues that is sign of positive relation among the supply chain integration.

This research aims to suggest the techniques and guidance that are essential for managing strong relations between organization and following business model strategies that are included in the business model.

Requirements: The data collection from different sources in the key requirement they the analysis on that data to make decisions.

Challenges: The challenge for performing this research is getting the permission from firms and organization because most of the times companies don't public their data that would be the most challenging task.

Workflow Chart



6.0 PROJECT MILESTONES AND DELIVERABLES

This project is divided into multiple phases that would be achieved according to the time.

Table 0-1 Project Milestones and Deliverables

Phases	Milestones	Deliverables
1 st	Research and Analysis	In this stage the previous work is reviewed and interviewed different industries for the usability and importance of the project
2 nd	Data collection for the analyzing key factor	Organized data in terms of facts and figures
3 rd	Factors and guidance	Guidance and factors in written format

Estimated Gantt Chart

Table 0-2 Estimated Deliverables Gantt Chart

Activity	2022										
	Ma r	Ap r	Ma y	Jun	Jul	Au g	Sep	Oct	No v	De c	De c
Literature Review											
Problem Identification											
Project Requirements											
Data collection											
Data analyzing											
Key factor											
Documentation											

8.0 REFERENCES

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