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Q1 SCM & IT stands for Supply Chain Management. It is the systematic strategic coordination of the traditional business functions and tactics across these business functions - both within a particular company and across business within the supply chain. All coordinate to improve long term performance of individual companies and supply chain as a whole.

SCM consists of - Logistics, Information Technology, Operations Management, Procurement, Integrated Business Operations.

Features & i) Focus on serving customers
ii) Co-operation

iii) Integration of Process.

iv) Integrated Behaviour.

v) Mutually sharing channel and risk and rewards.

vi) Integration of Relationships.

vii) Mutually sharing information.

viii) Partnership to build and maintain long term

Processes & i) Product development and commercialization.

ii) Demand Management.

iii) Manufacturing Flow Management.

iv) Customer Relationship Management.

- i) Customer Service Management.
- ii) Returns Management.
- iii) Procurement Management.
- iv) Customer Order Fulfillment.

- # Advantages &
- i) Better Collaboration
 - ii) Improved Quality Control
 - iii) Reduced overhead costs
 - iv) Improved Risk mitigation
 - v) Improved Cash Flow.

II CRM & It stands for Customer Relationship Management. It is comprehensive strategy and process of acquiring, retaining and partnering with selective customers to create superior value for the company and the customers. It involves the integration of marketing sales, customers service and the supply chain function of the organization to achieve greater efficiencies and effectiveness in delivering customer value.

- # Benefits &
- i) Make call centers more efficient.
 - ii) Cross sells and up-sells products more effectively.
 - iii) Provide better customer service and increases
 - iv) Customer revenues.
 - v) Helps sales staff to close deal faster.
 - vi) Simplifies Marketing and sales process.

Challenges & i) Giving training to employees
is an issue in small
organizations.

ii) Overhead costs

iii) Some time record loss is a major
problem.