**GLOBAL SUPPLY CHAIN MANAGEMENT**

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# Introduction

This essay aims to focus on global supply chain management (SCM) and in this regard it also focuses on evaluating the claim made by Martin Christopher where individual businesses are considered to no longer operate as single entities but rather operate as supply chains. For evaluating this view, this essay also emphasises 'Network competition' which is one of the vital factors of importance in this digital era. The companies which can better manage their relationships with partners, and stakeholders and build a better network in order to serve the needs and requirements of their final consumers will be awarded. Further, it also focuses on evaluating the prizes to the organisations or enterprises who properly structure, coordinate and manage the relations with their network partners in a committed way in order to provide a better, quicker and close relationship with their ultimate customers.

# Discussion

SCM is an important function of management which aims at optimisation of the creation of goods and flow of raw materials sourcing to producing, warehousing and ensuring its delivery to its ultimate customers. The SCM focuses on integrating planning and executing the tasks in order to manage the flow of raw materials, information and finance resources which involves activities like planning demand, sourcing, producing, managing inventory, logistics and returning the excess or defective goods. In other words, supply chain management may be stated as functions which are done in order to influence the behaviour of customers. Supply chains embrace the organisation and the organisational activities required to create, design and deliver the products or services with a view to using a good or service (Hugos, 2018). The proper and successful operation of the supply chain requires cross-integrating functionality and marketing to play an important role. There are certain processes or steps which are involved in the SCM process which are goods flow, relationship building with customers, managing customer service, managing demand, fulfilment of orders and others (Ben-Daya *et al.*, 2019). These functions are to be executed properly in order to attain SCM goals.

In this process, a system of the distributed network in the supply chain support to the formation of a network of interconnected participants or nodes that forms a collaboration for optimising the flow of services, goods and information throughout the supply chain. In this process, it is needed to highlight that this distributed network system in the supply chain is observed to be effective in increasing visibility and transparency based on errors and delays that could be minimised. This would further support improving the overall management and enabling effective changes in the demand aspects.

Network competition is an important factor which attributes towards the proper functioning of managing the supply chain. The better designing and arrangement of networks in SCM helps to deliver and cater for the needs of final consumers. Network connection in SCM basically includes many different organisations combined together to produce, create and deliver products and services to the customers. A company has to focus on creating a strong network connection in order to build up a strong network chain in order to make its products and services available to its customers. A time-based competitive edge in competing, coordinating, controlling producing and transporting goods is an important part of a strong network connection. A company can adopt an agent-based model in order to survive during the phase of supply chain disruptions (Ivanov and Dolgui, 2020). Network connections regarding SCM in current days have evolved into a highly critical and complex network change and have turned into a matter of competitive advantage of a firm over that of others. It has become a matter of concern and challenge to monitor the source of materials and maintain the visibility of the goods and services while they are moving through the chain of valued networks. Blockchain technology can be adopted by firms which can lead to increased efficiency and effectiveness in modern supply chain channels (Chowdhury *et al.*, 2021).

It has been identified by various researchers and scholars that network connection in SCM is an important factor which results in greater success for organisations undertaking SCM. The Internet of Things, a cloud computing software, business analysing tools, artificial intelligence technology, machine learning and blockchain tools have been introduced in order to cope in this competitive digital era. Through these channels, the company can build its strong network connection. The Internet of Things embodies a business concern to move towards the next stage towards digitalisation. IoT uses machines such as sensors which are passive, semi-passive or active and other electronic gadgets which are connected to SCM networks. These devices can perform various tasks such as sensing objects, moving objects and measuring temperature (Rejeb *et al*., 2019).

In this competitive business environment, a company has to rely on various network channels in order to make its final goods and services available to consumers. Nowadays, companies are adopting strategic management in order to improve network supply processes. In order to comply with strategic management norms companies, have to go through certain processes. Some of their examples are given below:

Inventory management is an important factor which is to be considered in order to improve network supply. In order to survive in this competitive global business environment companies or organisations are using inventory management as an effective management tool. Inventory management is undertaken by organisations in order to minimise disruptions in the supply chain process. Proper and better inventory management helps a firm in maintaining its brand image by delivering the products and services to consumers on time. Surplus stocks lead to the piling up of stocks in warehouses and lead to a supply-demand mismatch which results in a decrease in the product's price. There are various types of inventories which are to deal with the management of an organisation which undertakes supply chain possession which are raw materials, parts and components, work in progress, finished products, maintenance repairs and operations and maintaining backup stocks etc. All these inventories are to be tracked properly in order to provide quality and timely service to consumers (Singh and Verma, 2018). The benefits associated with the inventory management process are it leads to cost savings, cash flow flexibility and customer satisfaction, contentment and others.

Improving distribution networks is an important factor which is associated with the improvement of network supply. This function of strategic management aims at offering better quality goods and services by improving its distribution network. Usually, companies associate with numerous distributors in order to deliver quality products and services to clients (Hunger, 2020). The various steps involved in the improvement of the distributing network are keeping track of records of channelised dealers, focusing on local markets, focusing on customer segmenting, marketing expansion and keeping a focus on changes in market conditions.

Devising a distribution strategy

Nowadays companies are focusing on devising a master plan to make the products and services available to their targeted customer. A systematic distribution strategy is an important factor of strategic management which involves undertaking a good distribution strategy, improving logistics, warehousing and others (Zhao *et al.*, 2018). The steps involved in devising a strategy for distribution are making it a priority, making and reviewing distribution performance, communicating with the dealers, suppliers and others etc. Devising a proper distribution strategy provides a company a competitive edge over other companies operating in the market.

## New world-class approaches to supply chain management

As per the view of Martin Christopher, for awards and prizes, most businesses improve their business structure and manage good relationships with their partners to fulfil the goals of their customers. Therefore, most organisations try to implement specific approaches for their supply chain process. One of the best approaches is predicting launch and early-stage demand, where the company can understand their target market and its customers for their specific business (Ellram *et al*., 2019). Apart from this, this organisation could use data analytics to understand the sales performance of the smaller products in previous years which will help improve the supply process of any organisation. Before supplying any products in the entire market, the organization can understand their consumer demographic vies and consumer segments to predict the demand and channel behaviour. As per the view of Martin Christopher, the business now entering the era of ‘network competition’, therefore to improve the SCM process, this organisation should focus on the multi-stand manufacturing approach where they could estimate its baseload supply (Saragih *et al*., 2020). Therefore, to improve the organisation structure, the organisation should implement some AI technology for their business such as robotic systems, the use of GPS trackers for the transporting system, solving the issues of their employees and others. Through this process, this organisation can easily enhance the growth of their product and it will help to fulfil the goals of their customers.

On the other hand, most organisations build good relationships with their customers which is why they need to improve their logistic activities. That will help to provide the right goods in the proper place where their consumers fulfil their needs. Apart front this, the organisation should impede the shortage of their products by using upgraded transportation processes to defect their competitor in the entire market.

Tactical polling is another important approach for the SCM that will involve identifying the target market, designing strategies and also establishing priorities. In order to get prizes by implementing their organisation grows, the organisation should focus on the specific goals and objectives that include, transportation, pursing strategy and warehouse location. On the other hand, at present time, with the help of digital technology, the organisation can improve their distribution channels, such as eCommerce technology, smart shipping, cloud technology, data analytics and others.

## The evolution of the supply chain in the service sector

As per the view of Martin Christopher, every business should implement digital technology to improve their better structure and improve the relationship between their customers. On the other hand, SCM is the process where every sector delivers their products from the raw materials to the entry market where customers easily buy their products. In the service sectors, they always prefer specific strategies such as supply planning, demand planning, sales and operations (Sodhi *et al*., 2021). Therefore, the retail service will need to focus on demand planning to make sure products can be reliably delivered in the proper place. This process can help this service by enhancing its profitability for a specific product or channel. On the other hand, most organizations should focus on merchandise palling which is a systemic approach. In order to improve the brand value of a company, Martin Christopher said that the supply chain is the network of any organization and its main purpose is to DEproduce value in the form of services and products. As an example, in the case of a shirt manufacturer, it is a part of the supply chain which extends their fabrics to the manufacturers and also delivers products to retailers to consumers plays an important role.

In this process, it has been identified that proper responsiveness between businesses and customers in the supply chain mainly highlights the ability of a supply chain to effectively and quickly respond to the demands, preferences and needs of the customers. Thus, this aspect incorporates possessing an agile and flexible supply chain that can be effective in the process of adapting to the changes in supply disruptions, customer demand and other future events.

## Barriers due to technological advancement in the supply chain

In the present time, to win prizes by increasing the brand value, the organization should follow substantial tills for gaining a competitive advantage. With the help of technological innovations companies can easily track their workhouses and easily deliver their produce at the proper time. For SCM, organizations can use IoT-based track and-trace devices and also data storage applications for the SCM (Min *et al.*, 2019). However, the common barrier due to this technology is the lack of a proper budget. this an upgraded technology and the organisation need to pay a huge cost for this technology. Apart from this due to a lack of efficient employees and technician, this organisation also face problem in its supply chain process. Through the data analysis process, manufacturing services can identify the location of their raw material. That is why, over time this data device allows the organisation to identify its weaknesses in goods and services. As an example, in the case of a shirt manufacturer, it is a part of the supply chain which extends their fabrics to the manufacturers and also delivers products to retailers to consumers play an important role.

## Recommendation

According to Martin Christopher's point of view, the evolution of the supply chain underwent significant changes (Christopher, 2021). The development of new businesses with innovative technologies leads to the mass production of goods and services for the people. In this digital new era, most businesses need to enter the global market and extended their business for sustainability and to achieve a position. This has made the competition level higher. Way of this evolution where goods have been produced and distributed correctly, it has become easy in order to manufacture the products on a large scale and at a low cost. It has made supply chain management bigger and more complex. He also stated that the evolution of the supply chain has developed new forms of transportation which have helped in making it possible to move goods and products over a long distance more efficiently within time. It can be said, it has highly facilitated global trade and businesses and also developed the international supply chain. It has helped in building bonds with international partners and made the business process grow faster and in a better way.

Most organisations should be made the customer base grow and attract new customers. Identifying potential customers and satisfying them with the goods and services has helped the service sectors to grow and improve their business effectively. With the help of the development process of the supply chain, the revenue scale also increases. The evolution in the supply chain also provided many opportunities such as cost controlling, increasing demand for goods and products, automating processes and others to the new businesses in making their business procedure more strong and effective.

# Conclusion

The above discussion mainly focuses on the view of Martin Christopher who said that the supply chain is an important factor to improve the organization's growth and build a good relationship with the consumer. Therefore, the importance of SCM was discussed to understand how this organization can fulfil the demand of their consumer through the SCM process. Also, due to the upgraded technology, organizations use specific approaches and strategies for their SCM process that will help enhance the brand value of an organisation.

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