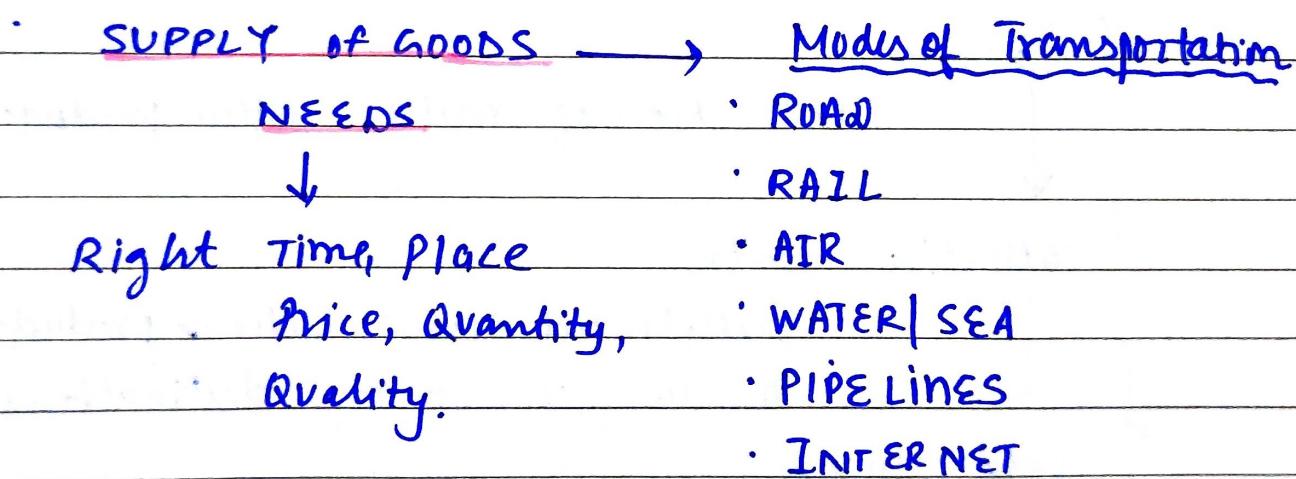
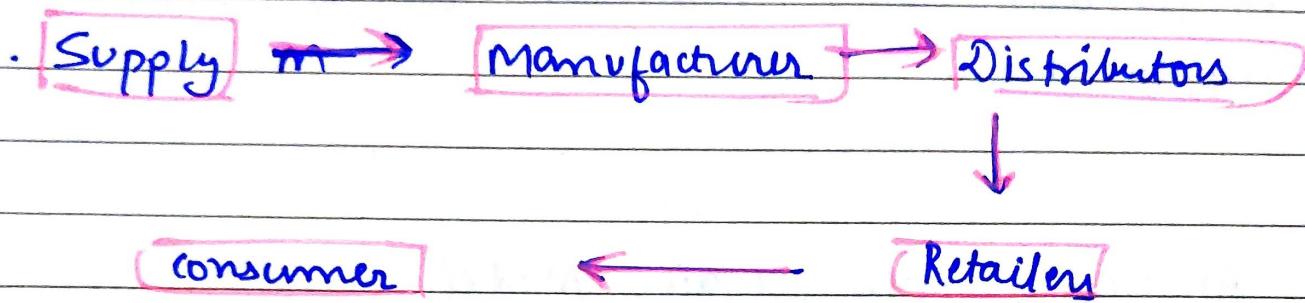


MODI SIR (SUPPLY CHAIN NOTES)

16 Aug (Lecture 1) - Slot 2

- Main objective of a Supply chain is profitability.



Perks of Supply Chain

- Better Quality Control
- Shipping Optimization
- Reduced inventory and overhead costs
- Strong Cash flow - Having an efficient

why do we need a SCM?
supply chain that's based on
Good supplier relation which

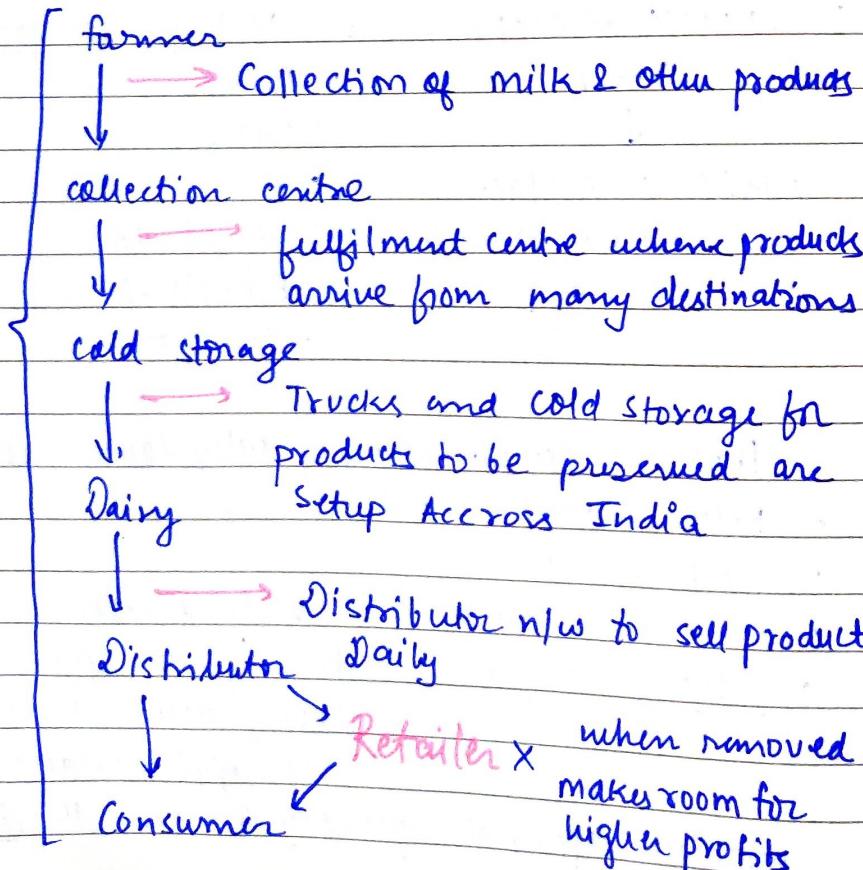
maintains appropriate quantity increases the Liquidity of

Better visibility and Data Analytics

→ As we know exchange of information is an important part of a supply chain so Data Analysis and forecasting is very imp. to predict and maintain an efficient supply chain.

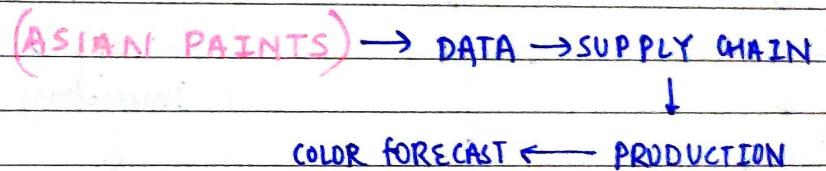
AMUL Supply Chain Model

AMUL

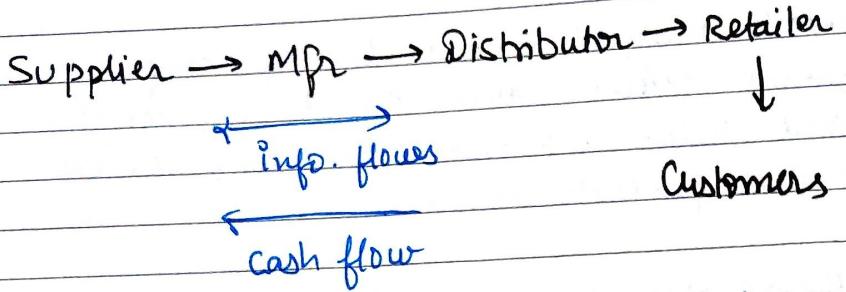


Retailer removed means having company owned outlets given the higher margins and helps a Brand like Amul to sell its other products as well.

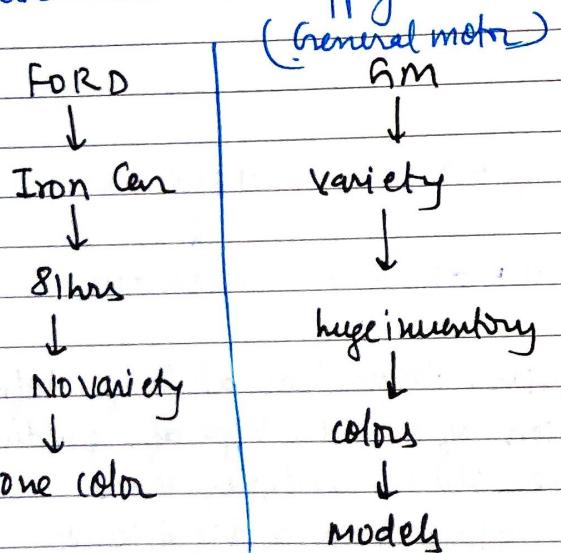
Whereas as a typical retailer may sell Amul with products as well as competitor products.



EXTRA - Here Asian Paints has a large information of which type of products will be sold in which areas which gives them a significant advantage over its competitors.



Revolution in Supply Chain



In Level 1 Ford and GM were considered competitors with different approach to cater its customers.

In Level 2 Toyota came in and offered profit shares to its suppliers which

helped them excel its sales and manage supply chain more efficiently.

Level 3 Dell

Dell - Allows customers to custom pick the specification of the products according to their needs.

So basic parts using same just the specs differ make them customer demand responsive

They just assemble the parts through a dealer

Inventory for every part of let say a laptop becomes very important

Biggest advantage being assembling unit can be setup anywhere in world to cater different markets.

SKU - Stock keeping Unit (Variety)

eg Zara - keeps a centralized order fulfillment and sends out exactly the amount of product required.

lecture 3 Mod Sir

30/8/22

1 party Logistic

It only involves 2 parties

Manufactures / ~~and~~ Distributor
↓

Customer | retailer

2 party Logistic

Involves transport of goods from a particular transport area of Supply chain

mfr → Logistic service → customer providers
retailer

3PL

Business sends or enters into a contract with a company which has a warehouse setup which does storage, picking, packaging postage for a company and sends the product to the customer

3PL companies do

Overall operation management
order processing
warehousing
inventory management

1PL

- is an independent singularly accountable Non Asset based Integrator who will assemble its resources and Technology for its own organisation and other orgs

• BASICALLY a management partner to monitor logistics & handle entire part on behalf of suppliers.

Modi Sir - Lecture 4

Decision in Supply Chain

① Design Stage Strategy

- here according to marketing and pricing of a product plays a role in deciding the structure of supply chain.
- Decide whether to outsource or perform supply chain function in house

Key points

- It does done keeping in mind the larger picture which is long term distribution and scm
- Resource allocation and processes at each stage
- Its expensive to alter decision in this stage because decisions are made for long term prospects.
- Decides chain configuration.

SUPPLY CHAIN planning

- Goal is to maximize profit.
- Starts with forecasting
- Establish parameters for supply chain

planning includes making decisions regarding which market will be supplied from which location , subcontracting & manufacturing .

Planning like marketing and promotion to decide which market , size and location to service

Subcontracting , setting up warehouses to fulfil orders in other markets eg Balaji Wafers .

↳ Basically its a fulfillment centre.

Operation Stage

Time frame, - Daily or Weekly

- Goal - handling incoming ~~to~~ customer order
- firms allocation of inventory or production to individual order
- set a date to fill the order
- Create pick list at a warehouse
- Allocates order to shipping mode

PROCESS VIEW OF SC

- CYCLE VIEW

processes divided into a series of cycles each performed at interface b/w successive cycle

PUSH/PULL VIEW

Divided into two categories

Pull - executed in response

push - executed in ~~as~~ anticipation

Sept 7

IKEA - Thinkschool (Yachete)

cycle view

customer
↓
retailer
↓
distributor
↓
mfr
↓
supplier



here order has to be placed
Dmart - Manager has to place order

Supplier

Courier - packing

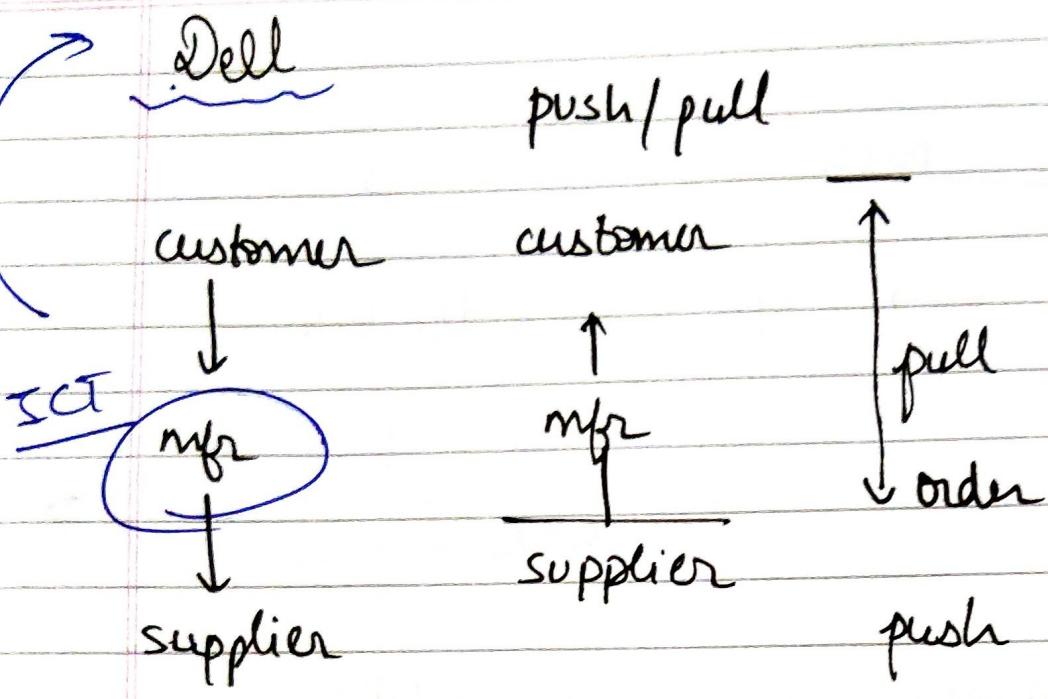
↓
Adding QR codes / Barcodes

↓
Data logging

order Tracking Interface / Messaging

Transport vehicle maintenance / fuel

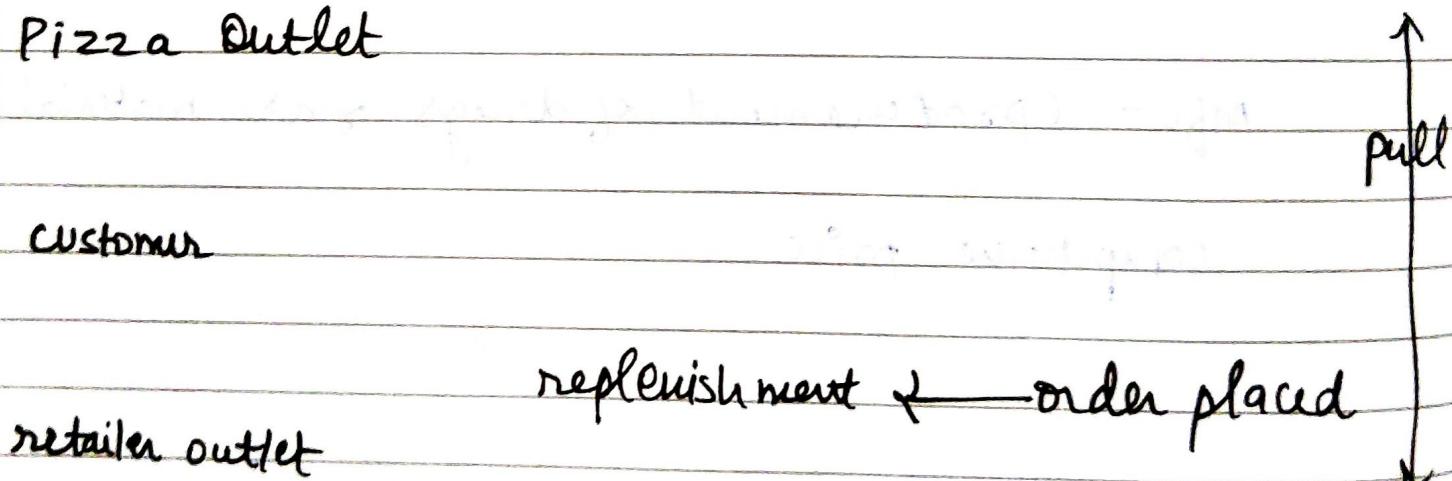
Cycleview gives us an idea about the hidden costs in a SC.



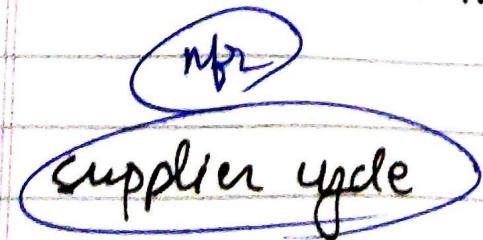
Order comes and then the process begins

(sharing info becomes very imp with low inventory)

Pizza Outlet



Distributor chain itself



Activities

push - Based on the forecast

pull - in response to customer demand.

if we shift towards mfr the inventory would be minimum but towards customer inventory increases.

7/11 Japan

Major focus
consumer & eaten items

(cloud kitchen?)

7/11 → ka supply chain
strategy

procurement
↓

raw material for box
↓

Docking - Warehouse &
Labour costs
are not bared
by the supplier/ retailer

Trucked - Trucker