

**A Project Report on**  
  
**“AN ANALYTICAL STUDY OF SUPPLY CHAIN MANAGEMENT AND  
DISTRIBUTION CHANNELS IN BRITANNIA INDUSTRY”**

Submitted to  
**Department of Management Sciences & Research (DMSR)**  
**G.S. College of Commerce & Economics, Nagpur**  
**(An Autonomous Institution)**

Affiliated to:  
**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**  
In partial fulfilment for the award of the degree of  
**Master of Business Administration**

Submitted by  
**Miss. Nikita Balwant Thombre**

Under the Guidance of  
**Dr. Archana Dadhe**

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**Department of Management Science and Research**  
**G.S. College of Commerce & Economics, Nagpur**  
**NAAC Accredited “A” Grade Institution**



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Academic Year 2023-2024

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**Department of Management Science and Research  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited “A” Grade Institution**



**Academic Year 2023-2024**

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**CERTIFICATE**

This is to certify that "**Ms. Nikita Balwant Thombre**" has submitted the project report titled "**An analytical study of supply chain management and distribution channels in Britannia industry**", under the guidance of **Dr. Archana Dadhe** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that she has ingeniously completed her project as prescribed by **DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**Dr. Archana Dadhe**  
**(Project Guide)**

**Dr. Madhuri V. Purohit**  
**(MBA Co-ordinator)**

**Place: Nagpur**

**Date:**

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**Department of Management Science and Research  
G.S. College of Commerce & Economics, Nagpur  
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**Academic Year 2023-2024**

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### **DECLARATION**

I **Nikita Balwant Thombre** here-by declare that the project with title "**An analytical study of supply chain management and distribution channels in Britannia industry**" has been completed by me in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited “A” Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**Name of Student**

**Place: Nagpur**

**Ms. Nikita Balwant Thombre**

**Date:**

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**Department of Management Science and Research  
G.S. College of Commerce & Economics, Nagpur  
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### **ACKNOWLEDGEMENT**

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I would like to thank **Dr. Archana Dadhe** for her constant support & guidance throughout the project.

Last but not the least, I am very much thankful to all those who helped me directly and indirectly in successful completion of my project.

**Name of Student**

**Place:** Nagpur

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# **CHAPTER I**

## **INTRODUCTION**

## **INTRODUCTION OF SUPPLY CHAIN MANAGEMENT**

Supply chain management has a very important role to play within the organization because it involves with the responsibility for predicting and satisfying end customers demand back through to the supplier and creates opportunities for the procurement professional to contribute to the organization's success. The objective of supply chain management is to create the most value for the entire supply chain network, including the end-customer. Successful supply chain management involves the coordination of activities within the firm and between members of the supply chain. Within the organization, the supply chain refers to a wide range of functional areas.

These include Supply Chain Management-related activities such as inbound and outbound transportation, warehousing, and inventory control. Sourcing, procurement, and supply management fall under the supply-chain umbrella, too. Forecasting, production planning and scheduling, order processing, and customer service all are part of the process as well. Supply Chain Managers have a vital role to play in managing cost, as they are in a position to monitor and influence the whole cost base across the business and the supply chain. Commercial Department of Britannia Industry is one of the most vital functional departments of the Company which deals with the supply chain activities of Britannia Industry. In order to keep all the businesses running flawlessly, the dedicated and hardworking employees of this department maintain a good liaison with the customers, both national and international. The Commercial Department is consistently achieving the best prices for the products that they purchase, ensuring enormous amount of cost savings for the company. It offers invincible professionalism and expertise in the entire commercial activities of Britannia Industry.

Supply Chain Management can be defined as the management of flow of products and services, which begins from the origin of products and ends at the product's consumption. It also comprises movement and storage of raw materials that are involved in work in progress, inventory and fully furnished goods.

The main objective of supply chain management is to monitor and relate production, distribution, and shipment of products and services. This can be done by companies with a very good and tight hold over internal inventories, production, distribution, internal productions and sales.

## **SUPPLY CHAIN MANAGEMENT – GOALS**

Every firm strives to match supply with demand in a timely fashion with the most efficient use of resources. Here are some of the important goals of supply chain management –

- Supply chain partners work collaboratively at different levels to maximize resource productivity, construct standardized processes, remove duplicate efforts and minimize inventory levels.
- Minimization of supply chain expenses is very essential, especially when there are economic uncertainties in companies regarding their wish to conserve capital.
- Cost efficient and cheap products are necessary, but supply chain managers need to concentrate on value creation for their customers.
- Exceeding the customers' expectations on a regular basis is the best way to satisfy them.
- Increased expectations of clients for higher product variety, customized goods, off – season availability of inventory and rapid fulfillment at a cost comparable to in-store offerings should be matched.
- To meet consumer expectations, merchants need to leverage inventory as a shared resource and utilize the distributed order management technology to complete orders from the optimal node in the supply chain.

Lastly, supply chain management aims at contributing to the financial success of an enterprise. In addition to all the points highlighted above, it aims at leading enterprises using the supply chain to improve differentiation, increase sales, and penetrate new markets. The objective is to drive competitive benefit and shareholder value.

## **INTRODUCTION OF DISTRIBUTION CHANNEL**

Distribution refers to the transfer of a goods from one business to another. It can be factory to supplier, supplier to retailer, or retailer to end customer. It is defined as a chain of intermediaries; each passing the product down the chain to the next organization, before it finally reaches the consumer or end-user. This process is known as the ‘distribution chain’ or the ‘channel’. Each of the elements in these chains will have their own specific needs, which the producer must take into account, along with those of the all-important end-user.

Global supply chain management has tremendously gained importance since the past decades due to the global competitive business environment. Christopher et al. (2006) stress on the need of supply chain strategy impacts competitive performance. The internationalization or globalization<sup>1</sup> of supply chains has increased foreign competition in the countries' local markets. For this reason, companies must make quick and wise decisions at strategic and operational levels regarding the procurement of goods and services globally in order to minimize the extent of procurement risks or problems. Procurement firms establish relationships networks with their key suppliers when they perceive supply risks.

Their study on supply risk management via relational approach in the Chinese business context reveals that improved communication and supplier trust are positively related to supplier performance and emphasized that in order to “mitigate quality risks, supply chain members are coordinated by sharing their information”. This result supports on integration of the global supply chain. Supply chain management (SCM) has received in recent years a great deal of attention by researchers and practitioners. Effective SCM will lead to a lowering of the total amount of resources required to provide the necessary level of customer service to a specific segment and improving customer service through increased product availability and reduced order cycle time; engage in information exchange (forecasting techniques, inventory management, delivery) and structural collaboration (just-in-time system, outsourcing, vendor-managed inventory and co-locating plants) relationships with downstream supply chain partners to create end-customer value and maximize benefits and minimize costs along the supply chain. Thus, the nature of SCM becomes visible to participating companies with successful implementation in the ever-changing global environment of the business world, risks abound and it greatly affects the decision-making processes of the business management.

## Understanding Distribution Channels

A distribution channel is a path by which all goods and services must travel to arrive at the intended consumer. Conversely, it also describes the pathway payments make from the end consumer to the original vendor. Distribution channels can be short or long, and depend on the number of intermediaries required to deliver a product or service.

Goods and services sometimes make their way to consumers through multiple channels- a combination of short and long. Increasing the number of ways a consumer is able to find a good can increase sales. But it can also create a complex system that sometimes makes distribution management difficult. Longer distribution channels can also mean less profit each intermediary charges a manufacturer for its service.

## Direct and Indirect Channels

Channels are broken into two different forms-direct and indirect. A direct channel allows the consumer to make purchases from the manufacturer while an indirect channel allows the consumer to buy the goods from a wholesaler or retailer. Indirect channels are typical for goods that are sold in traditional brick-and-mortar stores.

Generally, if there are more intermediaries involved in the distribution channel, the price for a good may increase. Conversely, a direct or short channel may mean lower costs for consumers because they are buying directly from the manufacturer.

### ❖ Functions of Distribution Channel:

- I. Warehousing
- II. Inventory Management
- III. Transportation
- IV. Order Processing
- V. Material Handling
- VI. Information & Customer Education
- VII. Selling
- VIII. Financing
- IX. Promoting
- X. Negotiating
- XI. Marketing Intelligence
- XII. Servicing

## **CHAPTER II**

## **COMPANY PROFILE**

## COMPANY PROFILE



Britannia Industries is one of India's leading food companies with a 100 year legacy and annual revenues in excess of Rs. 7500 Cr. Britannia is among the most trusted food brands, and manufactures India's favorite food brands like Good Day, Tiger, Nurtichoice, Milk Bikis and Marie Gold which are household names in India. Britannia is a brand which many generations of Indians have grown up with. Britannia's product portfolio includes Biscuits, Bread, Cakes, Rusk, and Dairy products including Cheese, Beverages, Milk and Yoghurt. Britannia products are available across the country in over 35 lakh retail outlets and reach over 50% of Indian homes.

The company's Diary business contributes close to 10 per cent of revenue and Britannia dairy products directly reach over 700,000 outlets and close to 3 million outlets through indirect distribution.

Britannia Bread is the largest brand in the organized bread market with an annual turnover of 1.1 lac tonnes in volume and Rs. 383 crores in value. The business operates with 13 factories and 5 franchisees selling close to 1 mn loaves daily across more than 73 cities and towns of India.

### **Business**

The company's principal activity is the manufacture and sale of biscuits, bread, rusk, cakes and dairy products.

### **Biscuits**

The company's factories have an annual capacity of 4,33,000 tonnes. The brand names of Britannia's biscuits include Vita Marie Gold, Tiger, Nutrichoice, Good day, 50 50, Treat, Pure Magic, Milk Bikis, Bourbon, Nice Time and Little Hearts among others.

In 2006, Tiger, the mass market brand, realised \$150.75 million in sales, including exports to the U.S. and Australia. This amounts to 20% of Britannia revenues for that year.

Also Britannia Industries has roped in Bollywood actor Salman Khan to endorse its range of 'Tiger' brand of biscuits. According to Britannia, Khan will play a role in further enhancing Tiger's core values through his association in presenting the brand, its products and promotional activities.

### **Dairy Products**

Dairy products contribute close to 10% to Britannia's revenue. The company not only markets dairy products to the public but also trades dairy commodities business-to-business. Its dairy portfolio grew to 47% in 2000-01 and by 30% in 2001-02. Its main competitors are Nestle India, the National Dairy Development Board (NDDDB), and Amul (GCMMF).

Britannia holds an equity stake in Dynamix Dairy and outsources the bulk of its dairy products from its associate.

On 27 October 2001, Britannia announced a joint venture with Fonterra Co-operative Group of New Zealand, an integrated dairy company which handles all aspects of the value chain from procurement of milk to making value-added products such as cheese and buttermilk. Britannia intends to source most of the products from New Zealand, which they would market in India. The joint venture will allow technology transfer to Britannia. Britannia and New Zealand Dairy each hold 49% of the JV, and the remaining 2 percent will be held by a strategic investor. Britannia has also tentatively announced that its dairy business (probably including Dynamix) would be transferred to the joint venture.

### **MISSION**

The mission statement of Britannia says "To improve the financial health of our members and customers by satisfying their evolving borrowing, investment and housing needs."

# **CHAPTER III**

## **LITERATURE REVIEW**

## **LITERATURE REVIEW**

### **1. Michael E. Porter**

- **Key Contributions :** Though not exclusively focused on SCM, Porter's work on competitive strategy and value chains has significantly influenced SCM.
- **Notable Works :**
- **“Competitive Advantage : Creating and Sustaining Superior Performance” (1985) :**  
Introduces the concept of the value chain and its implications for competitive advantage.
- **“What is Strategy?” (1996) :**  
Discusses the importance of strategy in differentiating a company in the marketplace, which has implications for SCM.

### **2. Gary L. Frazier**

- **Key Contributions :** Frazier's research focuses on the management and performance of marketing channels, particularly in terms of governance and relationship dynamics.
- **Notable Works :**
- **“Organizing and Managing Channels of Distribution” (1999) :**  
Discusses the organization and management of channels, including strategies for dealing with channel conflict and coordination.

### **3. Erin Anderson**

- **Key Contributions :** Anderson's work primarily addresses channel relationships, including vertical integration and strategic alliances.
- **Notable Works :**
- **“The Use of Pledges to Build and Sustain Commitment in Distribution Channels” (1992) :**

This paper examines how pledges and commitments can strengthen relationships between channel members.

#### **4. Hau L. Lee**

- **Key Contributions :** Lee's research includes supply chain dynamics, the bullwhip effect, and supply chain strategy.
- **Notable Works :**
- **"The Triple-A Supply Chain" (2004) :**

Published in Harvard Business Review, this article introduces the concept of agility, adaptability, and alignment in supply chains.

#### **5. Anne T. Coughlan**

- **Key Contributions :** Coughlan's research focuses on distribution channel relationships, management, and economics.
- **Notable Works :**
- **"Marketing Channels" (2006) :**

Co-authored with Erin Anderson, Louis W. Stern, and Adel I. El-Ansary, this book is a comprehensive resource on the design and management of marketing channels.

#### **6. Yossi Sheffi**

- **Key Contributions :** Sheffi is known for his work on supply chain resilience and risk management.
- **Notable Works :**
- **"The Resilient Enterprise : Overcoming Vulnerability for Competitive Advantage" (2005) :**

Discusses strategies for making supply chains more resilient to disruptions.

- **"The Power of Resilience : How the Best Companies Manage the Unexpected" (2015) :**

Explores how companies can build resilience into their supply chains to handle unexpected challenges.

## **7. Jan Fransoo**

- **Key Contributions :** Fransoo has focused on supply chain analytics, operations research, and the impact of technology on SCM.
- **Notable Works :**
- **“Behavioral Operations in Planning and Scheduling” (2007) :**

Examines human decision – making processes in supply chain planning and scheduling.

## **8. John T. Mentzer**

- **Key Contributions :** Mentzer’s research includes supply chain integration, collaboration, and the definition of SCM as a strategic function.
- **Notable Works :**
- **“Defining Supply Chain Management” (2001) :**

A seminal paper in the Journal of Business Logistics that defines SCM and discusses its scope and importance.

- **“Supply Chain Management” (2004) :**

Edited volume that complies various perspectives and research on SCM.

## **9. David Simchi-Levi**

- **Key Contributions :** Simchi-Levi’s work spans supply chain network design, risk management, and optimization.
- **Notable Works :**
- **“Designing and Managing the Supply Chain” (2008) :**

Co-authored with Philip Kaminsky and Edith Simchi-Levi, this book introduces models and concepts for effective supply chain design and management.

- **“Operations Rules : Delivering Customer Value through Flexible Operations” (2010) :**

Focuses on how flexibility in operations can enhance supply chain performance.

## **10. Sunil Chopra and Peter Meindl**

- **Key Contributions :** Chopra and Meindl have extensively researched supply chain strategy, planning, and operations, focusing on the balance between efficiency and responsiveness.
- **Notable Works :**
- **“Supply Chain Management : Strategy, Planning, and Operation” (2015) :**

This textbook covers comprehensive aspects of supply chain management, from strategy formulation to implementation and performance measurement.

## **11. Martin Christopher**

- **Key Contributions :** Martin Christopher is renowned for his work on logistics and supply chain management, with a particular focus on agility and resilience.
- **Notable Works :**
- **“Logistics and Supply Chain Management” (2016) :**

This book emphasize the importance of integrating logistics with supply chain managemnt to achieve competitive advantage.

- **“Creating Resilient Supply Chains : A Practical Guide” (2010) :**

Discusses strategies for building resilient supply chains to withstand disruptions.

## **CHAPTER IV**

## **RESEARCH MEHODOLOGY**

## **RESEARCH METHODOLOGY**

The study of conducting research is Research Methodology Research: The word research is composed of two syllables “Re” and “Search”. “Re” is the prefix meaning ‘Again or over again or a new’ and “Search” is the latter meaning ‘to examine closely and carefully’ or ‘to test and try’. Together they form, a careful, systematic, patient study and investigation in some field of knowledge undertaken to establish principles / policies. Research can also be defined as-

- Search for knowledge
- Systematic and scientific search for getting relevant answers on any taken up specific topic.
- Scientific enquiry into a subject.
- Research is a movement from the unknown to the known.
- It is the voyage of discovery Acc to Bulmer, Research is primarily committed to establishing systematic, reliable and valid knowledge about the social world.

According to Clifford Woody, Research comprises of

- Defining and redefining problems.
- Formulating hypothesis (basic idea)
- Collecting
- Organizing
- Evaluating data
- Making decisions
- Suggesting solutions
- Reaching conclusions

Marketing is an essential aspect of every business organization, if it is to be successful. Good marketing managers are referred to as those who have fair and are able to take decisions based on their instincts and gut feeling in other word, this are person who are clearly tried to understand to particular industry, there product offering, their competitor, there customer and above all how to use marketing communication to successfully sell as product. But the continuously changing marketing environment involves a great amount of uncertainty, risk and above all substantial marketing expenditure.

Most marketers are removed from their ultimate customer the torch bear who will be the ultimate decision maker to determine the success or failure of the product. Yet these managers must be knowledgeable and well informed about their market, customer and competitor so as to make good marketing decision. This is where the concept of the marketing research facilities by providing information to aid the decision making process.

At the end of the day, for the marketing decision makers, marketing research is group of method and technique to provide relevant information that can support analysis and decision to do with the creation and management of marketing communication.

Before going into the definition of marketing research let us briefly examine the meaning of terms research and market research simply stated research refers to the process of collecting, documenting and analyzing important critical relevant information pertaining to any problem or question. This mean that the presence of a problem or query or question implies research is to be undertaken.

For year together, the Indian industry has always relied on entry barrier to protect it from competition. During this period, the success of the firm depended upon political patronage rather than operational efficiency and performance. From the customer side there was a forced loyalty and grudging acceptance of high tariff.

However, now the integration of the Indian industry with the global economy the customer are also becoming more aware, demanding and sophisticated, with the advent of e-commerce and the disappearance of trade barriers, markeing firms need to stretch themselves in order to reach out the customer.

#### Research Approaches-

There are two main approaches to research, namely quantitative approach and qualitative approach. The quantitative approach involves the collection of quantitative data, which are put to rigorous quantitative analysis in a formal and rigid manner. This approach further includes experimental, inferential and simulation approaches to research. Meanwhile, the qualitative approach uses the method of subjective assessment of opinions, behavior and attitudes. Research in such a situation is a function of the researcher's impressions and insights. The results generated by this type of research are either in non-quantitative form or in the form which cannot be put to rigorous quantitative analysis. Usually, this approach uses techniques like in-depth interviews, focus group interviews, and projective techniques.

**UNIVERSE OF STUDY :-**

Universe of study for this project is Nagpur city

**SAMPLE SIZE :-**

The sample size is used on 50 Respondents

**SAMPLE METHOD :-**

This method is used in Random Method

**RESEARCH STUDY**

A research design may broadly be classified into three main categories

- Descriptive research : Descriptive studies are undertaken in many circumstances. When the research is interested in knowing the characteristics of certain group such as age, sex, educational level, occupation or income etc.

## **DATA COLLECTION**

Data collection is a standout amongst the most essential stages in carrying on a research. You can have the best research plan in the world, however, in the event that you can't gather the necessary data you will not have the capacity to complete your venture. Data collection is an extremely challenging work which needs exhaustive planning, diligent work, understanding, determination and more to have the capacity to complete the assignment effectively. Data collection begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population.

All marketing research can tap two sources of data for investigation that are:

1. Internal Sources
2. External Sources

Fact and figure are the raw materials with which the research work. Internal sources are the companies own record register, documents, sales record invoices provide valuable information regarding sales by product territories, customers, research starts with internal data and it is irrespective. Preliminary or the explanatory phase of research usually taps the internal source initially. All other sources and information are the external source of data.

The sampling area was Nagpur district. Almost 60 respondents were covered during the research work. It included 2 stokiest, 5 dealers and retailers and 50 customers. Questionnaire method was followed.

Another way of classifying the source of information is-

1. Primary data
2. Secondary data

A research plan was followed for gathering primary data, secondary data or both.

### **Primary Data-**

When someone refers to “primary data” they are referring to data collected by the researcher himself/herself. This is data that has never been gathered before, whether in a particular way, or at a certain period of time. Researchers tend to gather this type of data when they want cannot be find from outside sources. You can tailor your data questions and collection to fit the need of your research questions.

This can be an extremely costly task and, if associated with a college or institute, requires permission and authorization to collect such data. Issues of consent and confidentiality are of extreme importance.

Primary data actually follows behind secondary data because you should use current information and data before collecting more so you can be informed about what has already been discovered on a particular research topic.

Primary data is the data collected by the researcher themselves, i.e.

1. Interview
2. Observation
3. Action Research
4. Case Studies
5. Life Histories
6. Questionnaires
7. Ethnographic Research

### **Secondary Data-**

If the time or hassle of collecting your own data is too much, or the data collection has already been done, secondary data may be more appropriate for your research.

This type of data typically comes from other studies done by other institutions or organizations. There is no less validity with secondary data, but you should be well informed about how it was collected.

There are a number of free services online as well as many others made available through your current status as BYU students.

Secondary sources are data that already exists

1. Previous research
2. Official statistics

## **PROBLEM STATEMENT**

An analytical study of supply chain management and distribution channels in Britannia Industry.

## **NEED OF THE STUDY**

- To understand the target market
- To analyze competitors and industry practices
- To evaluate channel partners
- To strengthen supplier relationships
- To optimizing inventory levles

## **OBJECTIVES OF THE STUDY**

- To understand the channels of distribution and marketing of Britannia.
- To study the improved customer service through increased stock availability.
- To understand the pricing method of products.
- To understand how Britannia Company increases efficiency of managing the customers, products and services.
- To understand the difference between the traditional markets supply chain and supermarkets supply chain.

## **HYPOTHESES OF STUDY**

- H0 :- There is no dependence of Britannia Company on channels of distribution & Supply Chain management.
- H1 :- There is dependence of Britannia Industry on channels of distribution & Supply Chain management.

## **LIMITATIONS OF STUDY**

1. Sample size is very small compared to the population size.
2. Survey is conducted in the Nagpur city only.

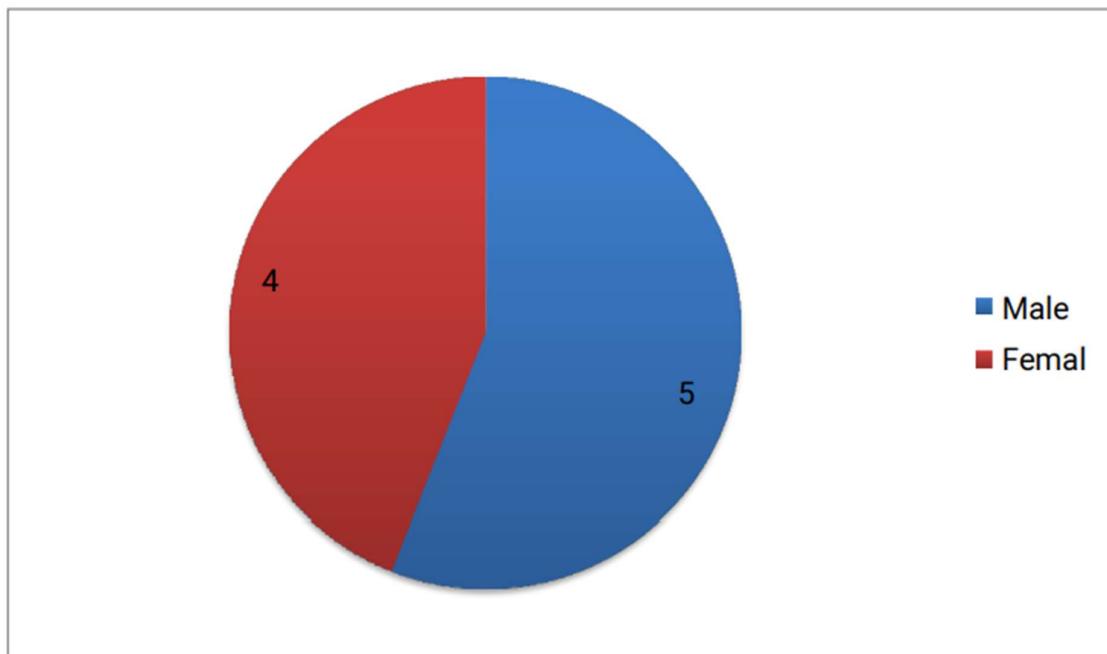
# **CHAPTER V**

## **DATA ANALYSIS & INTERPRETATION**

## **DATA ANALYSIS & INTERPRETATION**

### **GENDER**

Opinion	Percentage
Male	56
Female	44
Total	100

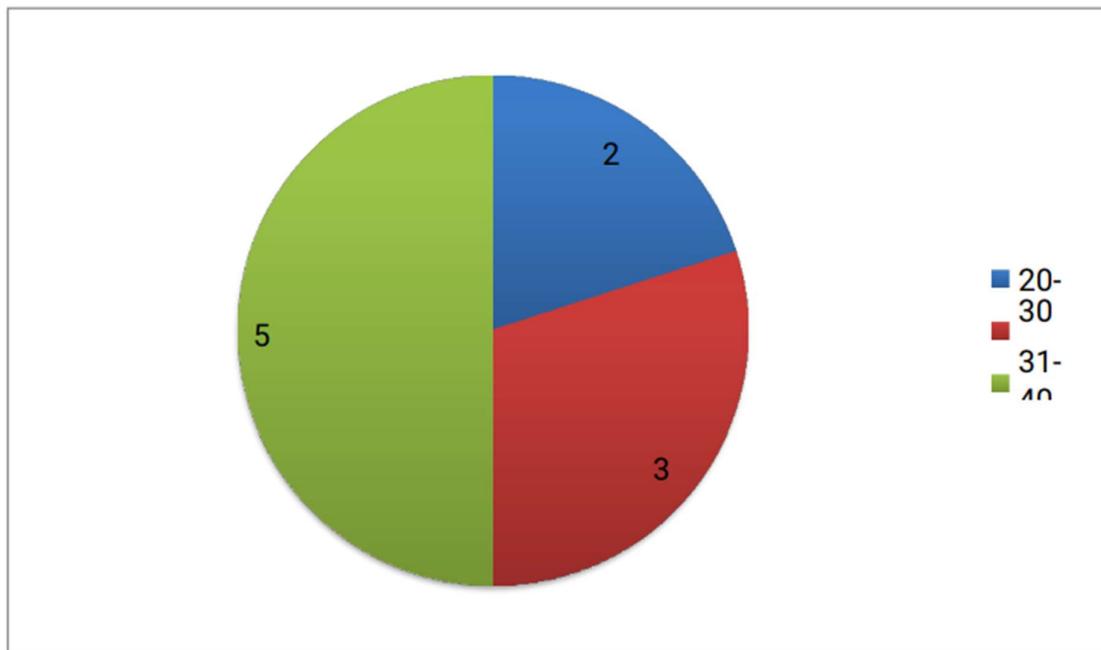


### **INTERPRETATION**

Out of 50 valuable customers of Britannia 28 customers are male and 22 customers are female. They are regularly using the Britannia Industry Products in his/ her regular life and they are very satisfied with the product price and services of Britannia's.

## AGE

Opinion	Percentage
20-30	20
31-40	30
41-50	50
Total	100

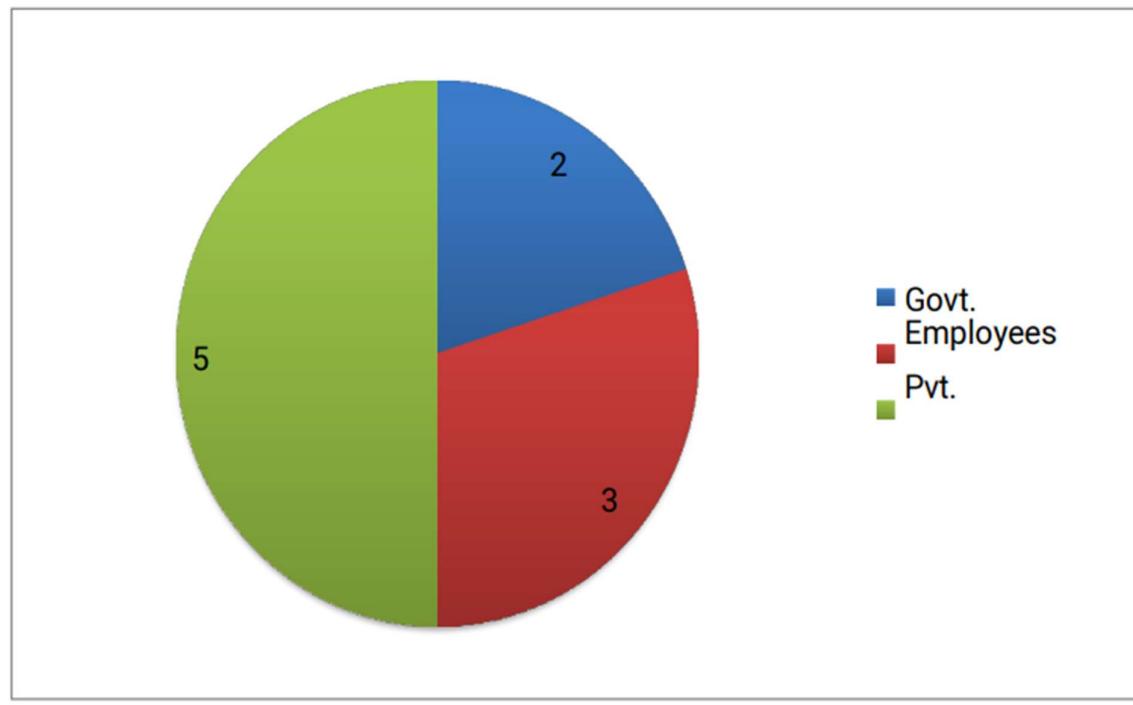


## INTERPRETATION

Out of 50 Valuable customers 50% of customers belong to 41-50 age slab, 30% customers belong to 31-40 age slab and 20% of customers belong to 20-30 age slab.

## OCCUPATION

Opinion	Percentage
Govt. Employees	20
Pvt. Employees	30
Self Employed	50
Total	100

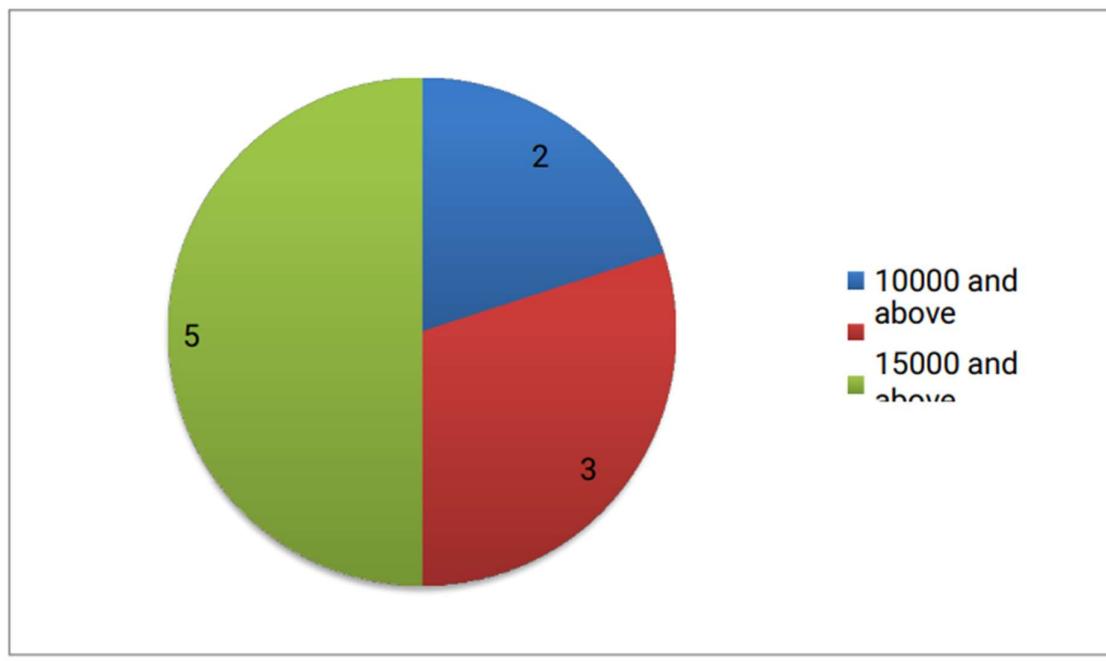


## INTERPRETATION

Out of 50 valuable customers 50% of customer belongs to Self employed category, 30% customers belong to Pvt Employed and 20% of customers belong to Govt Departments.

### MONTHLY (FAMILY) INCOME

Opinion	Percentage
10000 and above	20
15000 and above	30
20000 and above	50
Total	100

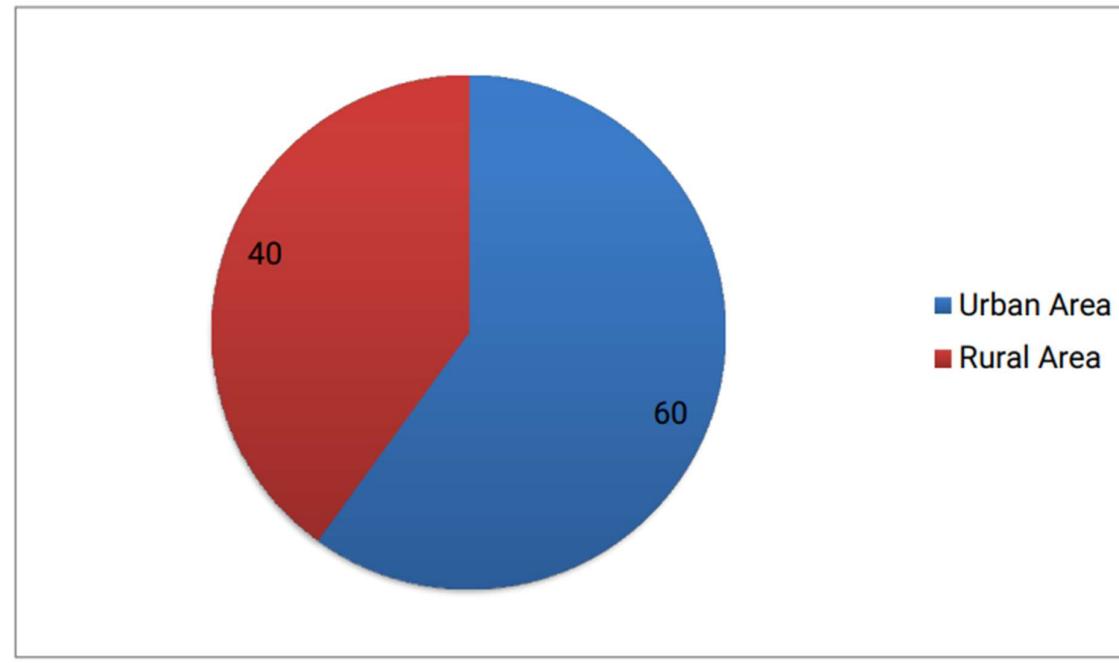


### INTERPRETATION

Out of 50 Valuable customers 50% of customer belongs average family monthly income around 20 thousand and above, 30% customer belong to average family monthly income around 15 thousand and above and 20% of customers average family monthly income around 10 thousand and above.

**Are you from the urban area or rural area?**

Opinion	Percentage
Urban Area	60
Rural Area	40
Total	100

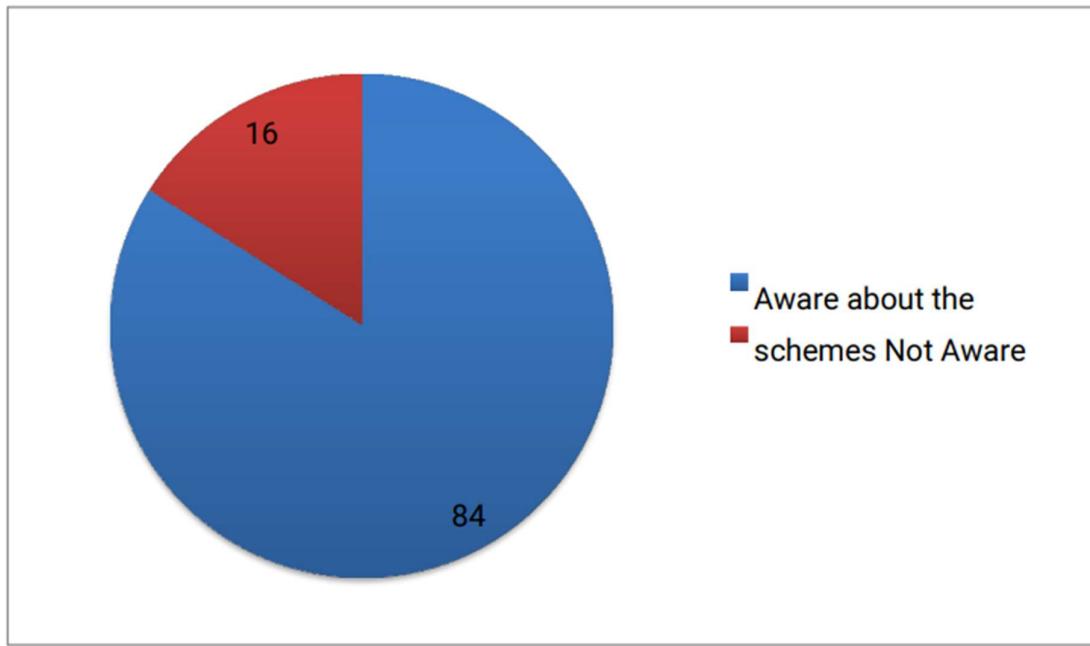


**INTERPRETATION**

Out of 50 Valuable customers 60% of customer belongs urban area and 40% customers belong to rural Area.

**Are you aware of the promotion activities launched by the Britannia Industry Schemes?**

Opinion	Percentage
Aware about the schemes	84
Not Aware	16
Total	100

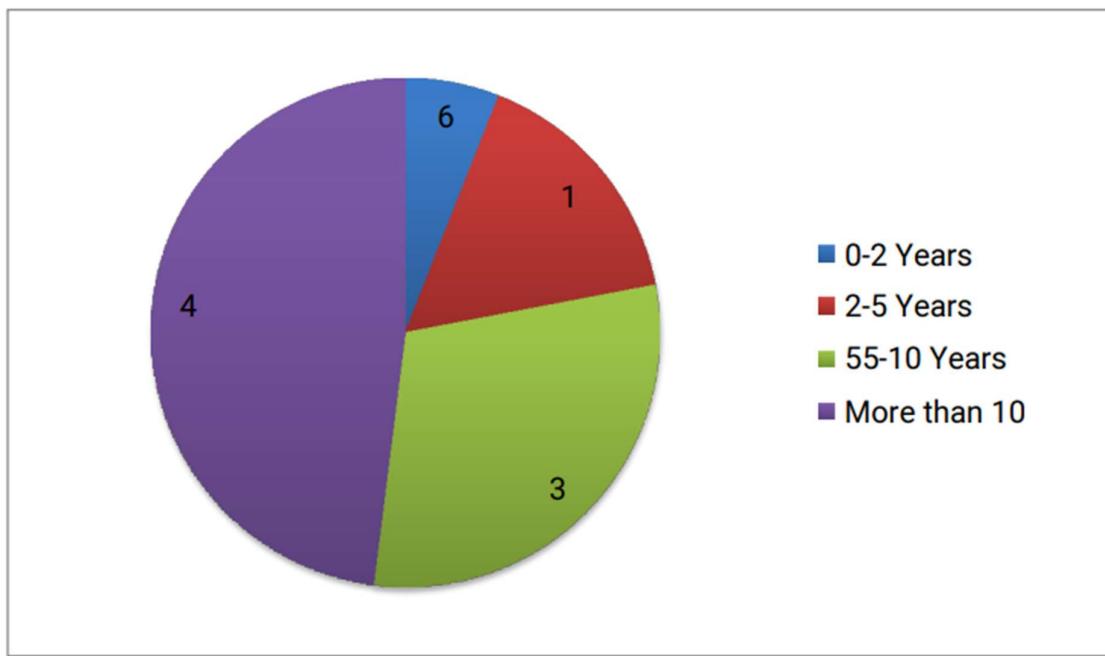


**INTERPRETATION**

Out of 50 Valuable customers 84% of customer are aware about the promotions schemes of Britannia Industry Schemes. But 16% of customer are not ware about that.

### **How long you are working in the organization?**

Opinion	Percentage
0 – 2 Years	6
2 – 5 Years	16
5 – 10 Years	30
More than 10 Years	48
Total	100

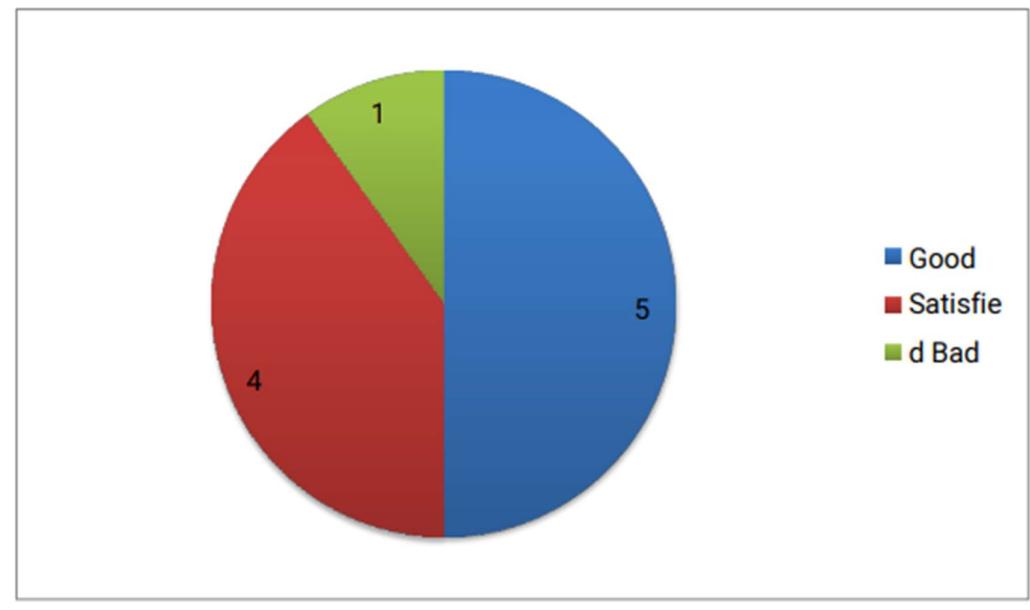


### **INTERPRETATION**

From the chart that 24 employees are working for more than 10 years. Even no. of employees working between 5-10 years are 15. This shows that the operation management process in Britannia Industry is very smooth and most of the employees are regular follows the organization rules and regulations. This indicates that employee are satisfied and their respondent were interviewed and it was found that employee to know while they are continuing in their company for more than 10 year and followed that they are overall satisfied.

## Are you comfortable with the Supply Chain Process in Britannia?

Opinion	Percentage
Good	50
Satisfied	40
Bad	10
Total	100

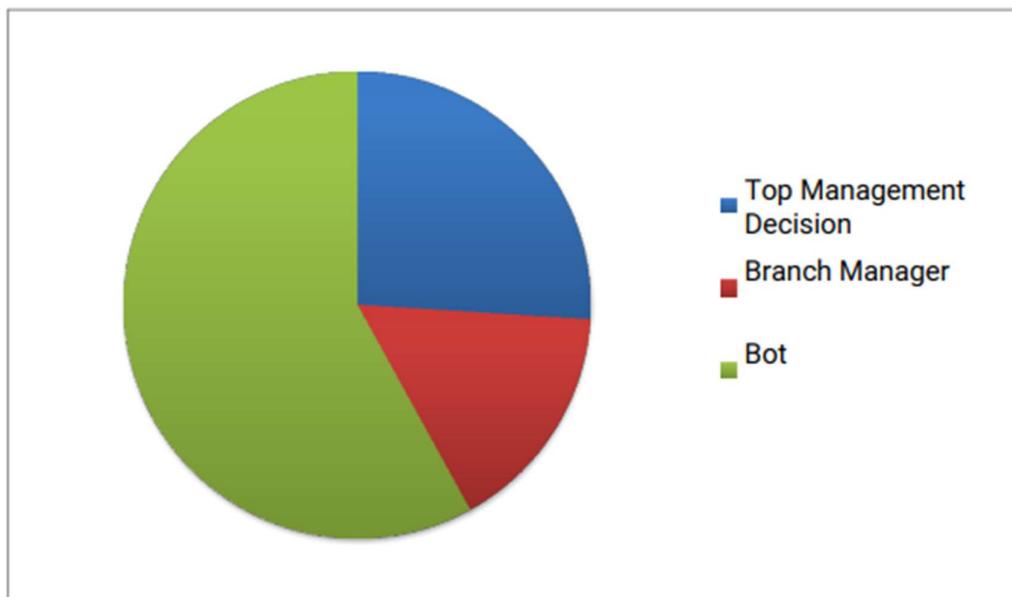


### INTERPRETATION

50% of employee express as a good environment remain and as per employees the process of Supply Chain Process is very smooth. From the remaining 50% about 40% says a satisfactory job environment only about 10% feels bad working environment is there. There are not satisfied with the way they are given the work. They feel there is the bias is there.

## **What are processes of implementation of new Supply Chain Process?**

Opinion	Percentage
Top Management Decision	26
Branch Manager Level	16
Both	58
Total	100

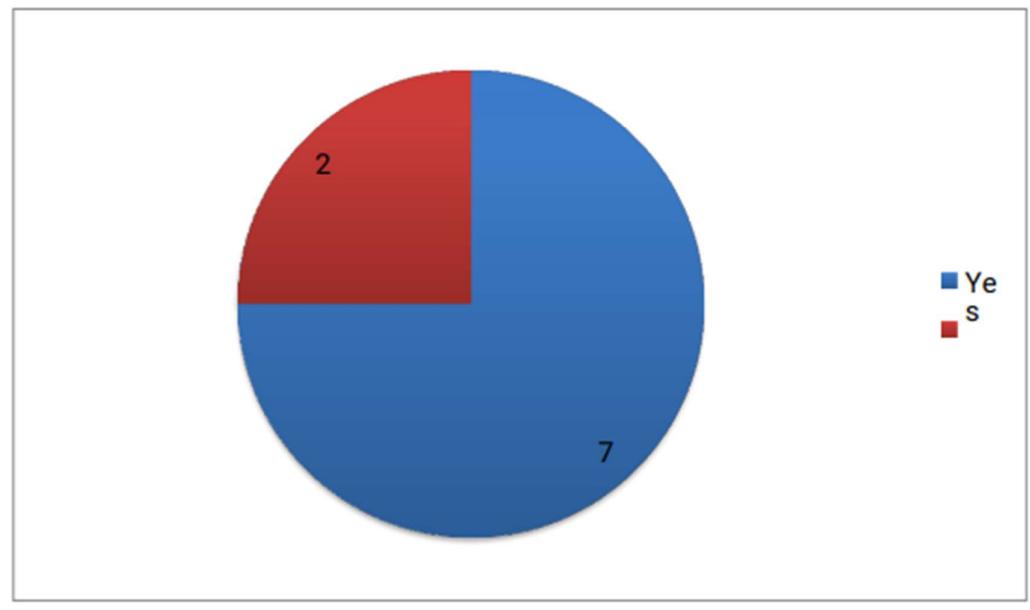


### **INTERPRETATION**

About 58% of implementation of new Supply Chain Process is done with the mutual understanding in between management of the company and branch head. 26% implementation is done on the direction of top management and 16% of implementation is done on the direction of branch manager.

**Do you know who your critical suppliers are what exposures they face for at least one product line?**

Opinion	Percentage
Yes	75
No	25
Total	100

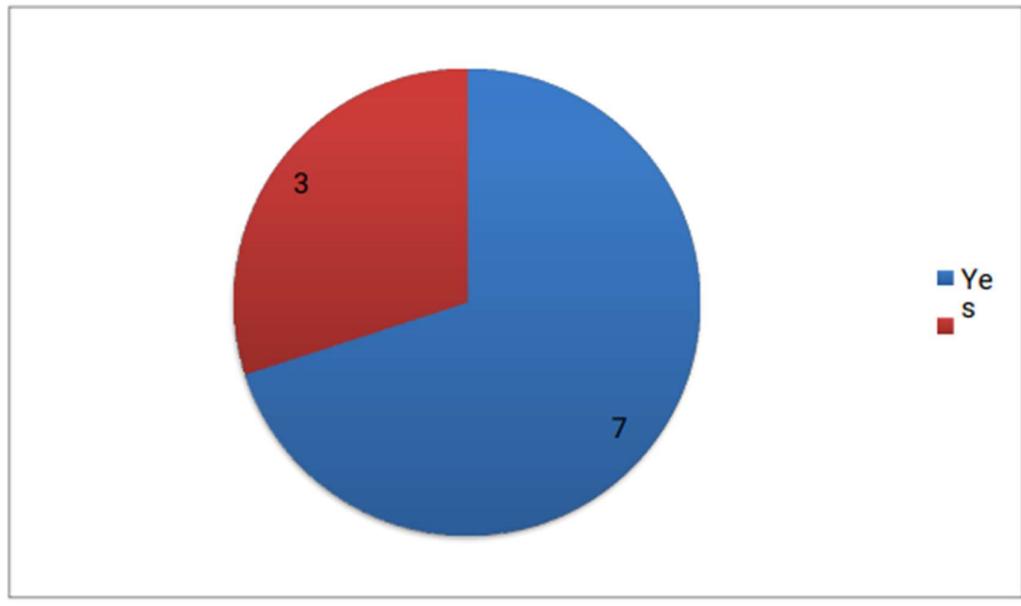


### **INTERPRETATION**

From the above graph it is clear that the 75% critical suppliers are exposures and one product line and 25% not critical suppliers are exposures and one product line.

### **Are supplier exposures integrated in the decision to select a supplier?**

Opinion	Percentage
Yes	70
No	30
Total	100

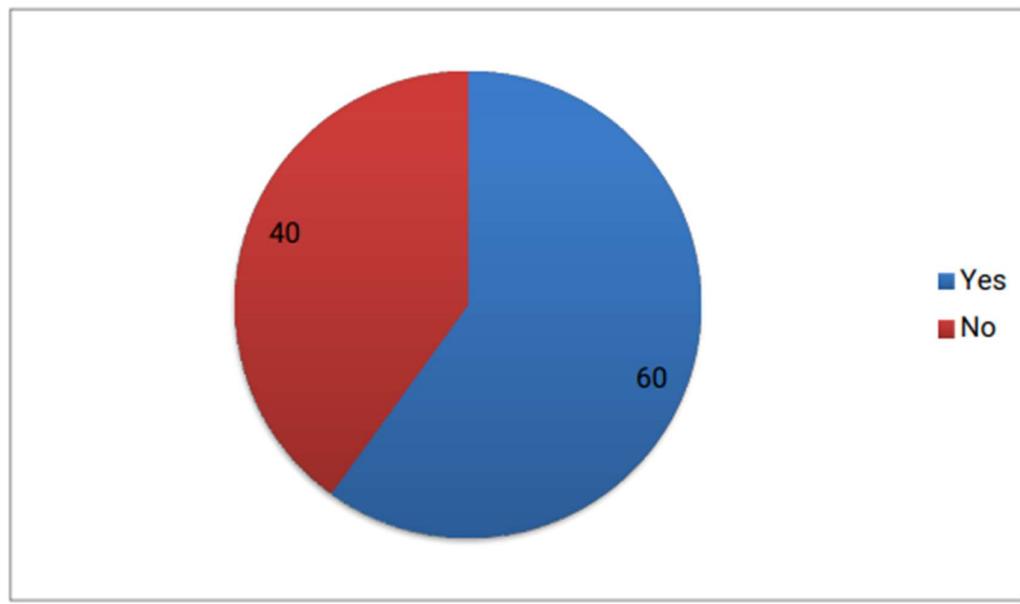


### **INTERPRETATION**

From the above graph it is clear that the 70% supplier exposures integrated in the decision to select a supplier and 30% not exposures integrated decision the supplier.

**Have you developed supply chain risk mitigation strategy?**

Opinion	Percentage
Yes	60
No	40
Total	100

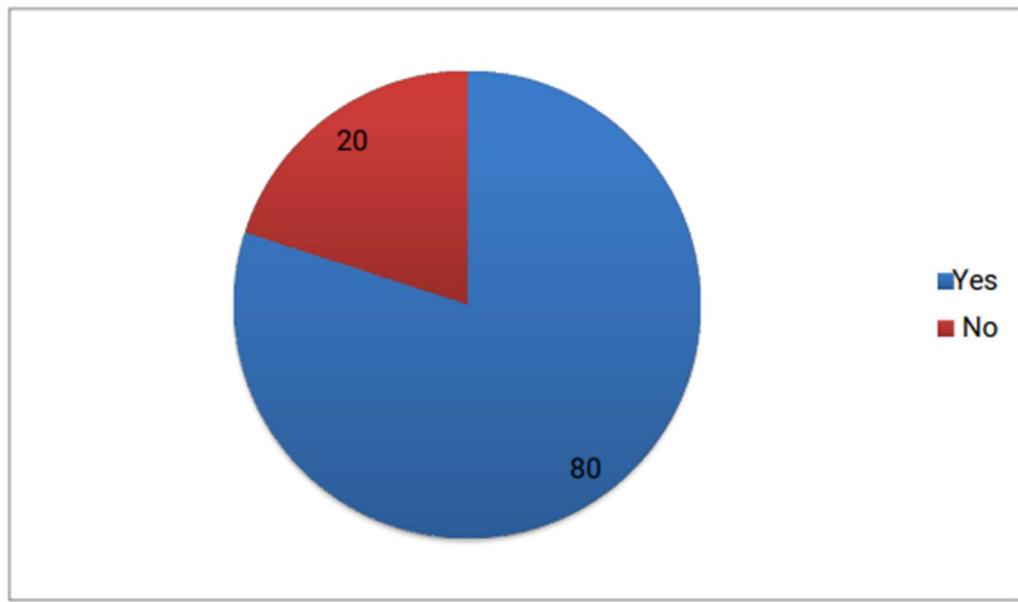


**INTERPRETATION**

From the above graph it is clear that the 60% developed supply chain strategy but 40% not developed.

**Are your critical suppliers willing to partner or are partnered with you to mitigate the risk?**

Opinion	Percentage
Yes	80
No	20
Total	100

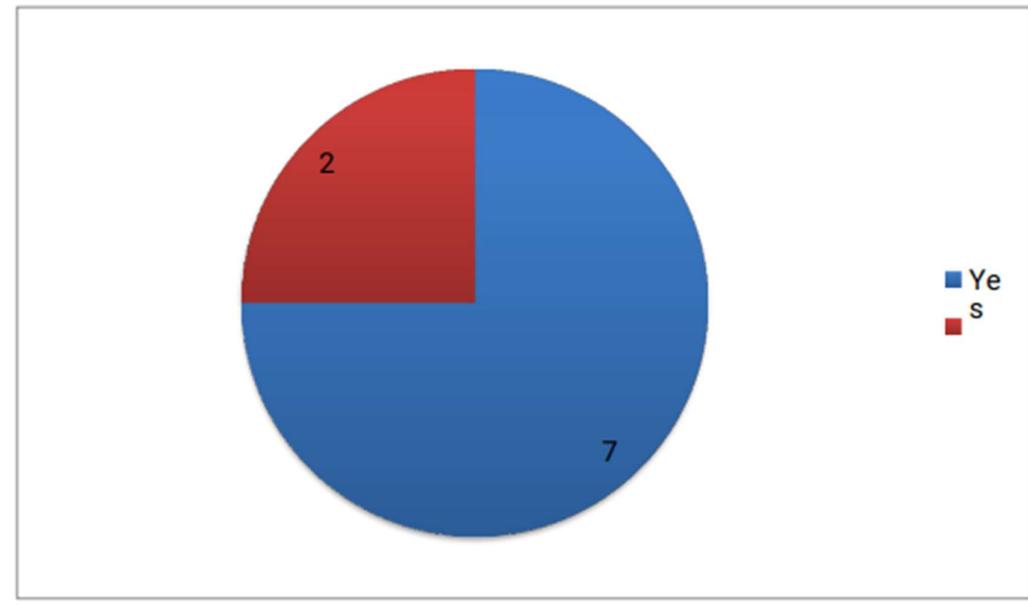


### **INTERPRETATION**

From the above graph it is clear that the 80% willing to partner or are partner with risk and 20% willing to partner.

**Do you have other strategies to deal with suppliers who are not willing to partner with you?**

Opinion	Percentage
Yes	75
No	25
Total	100



#### **INTERPRETATION**

From the above graph it is clear that the 75% other strategies do deal with suppliers and 25% not other strategies to deal with suppliers.

## **CHAPTER VI**

## **FINDINGS & SUGGESTIONS**

## **FINDINGS**

- Out of 50 valuable customers of Britannia's 28 customers are male and 22 customers are female. They are regularly using the Britannia Industry Products in his/ her regular life and they are very satisfied with the product price and services of Britannia's.
- Out of 50 valuable customers 50% of customers belongs to 41-50 age slab, 30% customers belongs to 31-40 age slab and 20% of customers belongs to 20-30 slab.
- Out of 50 valuable customers 50% of customer belongs to Self employed category, 30% customers belong Pvt Employed and 20% of customers belong to Govt Departments.
- Out of 50 valuable customers 50% of customer belongs average family monthly income around 20 thousand and above, 30% customers belong to average family montly income around 15 thousand and above and 20% of customers average family monthly income around 10 thousand and above.
- Out of 50 valuable cutomers 60% of customer belongs urban area and 40% customers belong to rural Area.
- Out of 50 valuable customers 84% of customer are aware about the promotions schemes of Britannia's and Indian Govt Subsidies Schemes. But 16% of customer are not ware about that.
- From the chart that 24 employees are working for more than 10 years. Even no. of employees working between 5-10 years are 15. This shows that the operation management process in Britannia Industry is very smooth and most of the employees are regular follows the organization rules and regulations. This indicates that employee are satisfied and their respondent were interviewed and it was found that employee to know while they are continuing in their company for more than 10 year and followed that they are overall satisfied.
- 50% of employees express as a good environment remain and as per employees the process of operation management is very smooth. From the remaining 50% about 40% says a satisfactory job environment only about 10% feels bad working environment is there. There are not satisfied with the way they are given the work. They feel there is the bias is there.

## **SUGGESTIONS**

- **Optimize company-owned inventory**

Check the quantity of the company-owned inventory. Keep exactly what you need; nothing more than that. The cost of holding and storing inventory is quite high. Inventory holding costs could represent almost 60 percent of an item's cost that is held in inventory for one year.

- **Improve Distribution Network**

Grouping charts, graphs, and similar documents together. This helps in observing the processes for any specific company function. It also focuses on understanding how the components work in tandem.

- **Make a Supply Chain Council**

The council's aim is to give directions and align the supply chain strategy with the company's core goals. The council helps in removing barriers within the organization. It also improves the business's cross-functional communication. It creates opportunities for leaders to provide effective supply chain management in future projects.

- **Integration of areas**

With the integration of areas, it is possible to obtain more information about the processes and, consequently, improvements in the distribution of products. Integrated logistics manages to make management more strategic through tools that optimize this process.

## **CHAPTER VII**

## **CONCLUSION**

## **CONCLUSION**

Supply chain management is an exciting and important area of study. Specialist companies are able to save the world's leading business large amounts of money, time and effort by creating an effective supply chain. Next time you see a new product you will be better able to appreciate that the high quality of the product and its value for money are not only a result of high quality design and engineering, but also a direct result of lean production, just-in-time methods and premium supply management.

A channel of distribution should be determined by customer buying patterns, the nature of the market, product, the middlemen and the company itself. To select a channel of distribution, a company should follow mainly- three 'C's – Channel control, market coverage and cost of the distribution.

## **HYPOTHESIS TESTING**

H0      :-     There is no dependence of Britannia Company on channels of distribution & Supply Chain management.

H1      :-     There is dependence of Britannia Industry on channels of distribution & Supply Chain management.

From the above study it is concluded that there is a dependence of company on channels of distribution & supply chain management hence Null hypothesis is rejected.

## **CHAPTER VIII**

## **REFERENCES**

## **REFERENCES**

### **BOOK NAME**

- Operations Strategy (Paperback) by Michael Lewis (shelved 2 times as operations management)
- Operations Management (Hardcover) by William J. Stevenson (shelved 1 time as operations – management)
- Services Operations Management (Paperback) y Christine Witt (shelved 1 time as operations – management)

### **WEBSITES**

- Search.clinck.in
- [www.operationmanagement.com](http://www.operationmanagement.com)
- [www.britanniaindustry.com](http://www.britanniaindustry.com)

# **CHAPTER IX**

## **ANNEXURE**

## **ANNEXURE**

1. GENDER
  - Male
  - Female
2. AGE
  - 20-30
  - 31-40
  - 41-50
3. OCCUPATION
  - Govt. Employees
  - Pvt. Employees
  - Self Employed
4. MONTHLY (FAMILY) INCOME
  - 10000 and above
  - 15000 and above
  - 20000 and above
5. Are you from the urban area or rural area?
  - Urban Area
  - Rural Area
6. Are you aware of the promotions activities launch by the Britannia Industry Schemes?
  - Aware about the schemes
  - Not Aware
7. How long you are working in the organization?
  - 0 – 2 Years
  - 2 – 5 Years
  - 5 – 10 Years
  - More than 10 Years

8. Are you comfortable with the Supply Chain Process in Britannia?

- Good
- Satisfied
- Bad

9. What are processes of implementation of new Supply Chain Process?

- Top Management Decision
- Branch Manager Level
- Both

10. Do you know who your critical suppliers are what exposures they face for at least one product line?

- Yes
- No

11. Are supplier exposures integrated in the decision to select a supplier?

- Yes
- No

12. Have you developed supply chain risk mitigation strategy?

- Yes
- No

13. Are your critical suppliers willing to partner or are partnered with you to mitigate the risk?

- Yes
- No

14. Do you have other strategies to deal with suppliers who are not willing to partner with you?

- Yes
- No