1. **With a neat sketch explain the supply chain of a brewery/ soap manufacturing company.**
2. **Discuss on the functions and objectives of Supply Chain Management**

**Functions within Supply Chain Management:**

• **Customer Relationship Management:** Consistent focus on end customer demand to meet the increasing customer requirements and ensures a high degree of flexibility.

• **Flexibility and demand-oriented production:** Continuous cost reduction and resource optimization across all stages of the value chain.

• **Synchronization of supply and demand:** Increasing the adaptability and development capability of the supply chain.

Several sub-objectives can be derived from these long-term objectives:

• **Inventory reduction along the value chain,**

**• Reduction of warehousing costs,**

**• Safeguarding the just-in-time supply,**

**• Acceleration of cash-to-cash cycles,**

**• Improvement of delivery reliability,**

**• Reduction of throughput times**