renaissance
college of commerce & management

CLASS:- B.Com & BBA II YEAR **SUBJECT: - Supply Chain and Retail Management**

Unit	Syllabus
1	Introduction to Financial Planning -:Financial goals, Time value of money, steps in financial planning, personal finance/loans, education loan, car loan & home loan schemes. Introduction to savings, benefits of savings, management of spending & financial discipline, Net banking and UPI, digital wallets, security and precautions against Ponzi schemes and online frauds such as phishing, credit card cloning, and skimming,
2	Investment planning: Process and objectives of investment, Concept and measurement of return & risk for various assets class, Measurement of portfolio risk and return. Diversification & Portfolio formation. Gold Bond; Real estate; Investment in Greenfield and brownfield Projects; Investment in fixed income instruments- financial derivatives & Commodity market in India. Mutual fund schemes including SIP: International investment avenues.
3	Insurance Planning:-Need for Protection planning. Risk of mortality, health. disability and property. Importance of Insurance: life and non-life insurance schemes. Deductions available under the Income-tax Act for premium paid for different policies.
4	Retirement Benefits Planning :-Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension Scheme. Exemption available under the Income-tax Act, 1961 for retirement benefits.

Supply Chain and Retail Management

Unit-1
Supply Chain Management (SCM)

Introduction to Supply Chain Management-

Supply chain management (SCM) is the coordination and management of all activities involved in the production and delivery of goods and services to customers. It encompasses everything from sourcing raw materials and components to manufacturing, distributing, and delivering finished products to end customers.

The goal of supply chain management is to optimize the entire supply chain network to increase efficiency, reduce costs, and improve customer satisfaction. Effective supply chain management requires collaboration and coordination among all stakeholders in the supply chain, including suppliers, manufacturers, distributors, retailers, and customers.

Concepts-

There are several key concepts that are important to understand in the field of supply chain management (SCM):

- Visibility: Visibility refers to the ability to track and monitor the movement of goods and information throughout the supply chain. This allows for better coordination and collaboration among supply chain partners, and helps to identify and address potential issues before they become major problems.

- Collaboration: Collaboration involves working closely with supply chain partners to achieve shared goals, such as reducing costs, improving efficiency, and increasing customer satisfaction. Collaboration can take many forms, such as sharing information and resources, developing joint initiatives, and establishing common metrics and performance targets.

- Integration: Integration involves bringing together all the different functions and activities within the supply chain to create a seamless and efficient flow of goods and information. This requires breaking down silos between different departments and functions, and establishing effective communication and coordination mechanisms.

- Flexibility: Flexibility refers to the ability to quickly adapt to changes in demand, supply, or other external factors. This requires agile and responsive supply chains that can quickly adjust production and distribution schedules, change suppliers, or find alternative routes to market.

- Sustainability: Sustainability involves balancing economic, social, and environmental considerations in supply chain decision-making. This includes reducing waste and emissions, promoting ethical sourcing practices, and supporting local communities and economies.

- Risk management: Risk management involves identifying and mitigating potential risks and disruptions in the supply chain, such as natural disasters, political instability, or supply chain disruptions. This requires developing contingency plans, diversifying suppliers and transportation routes, and establishing effective crisis management protocols.

Definition

According to Douglas M. Lambert, the founder of the Global Supply Chain Forum, supply chain management is "the integration of key business processes from end user through original suppliers that provide products, services, and information that add value for customers and other stakeholders."

According to Martin Christopher, a leading expert in supply chain management, "supply chain management involves the management of flows between and among stages in a supply chain to maximize total profitability."

According to Sunil Chopra and Peter Meindl, authors of the popular textbook "Supply Chain Management: Strategy, Planning, and Operation," supply chain management is "the design, planning, execution, control, and monitoring of supply chain activities with the objective of creating net value, building a competitive infrastructure, leveraging worldwide logistics, synchronizing supply with demand, and measuring performance globally."

Nature and Scope of Supply Chain Management

Nature of Supply Chain Management (SCM):

- **Integration:** SCM is a collaborative process that involves integrating various functions, processes, and stakeholders across the supply chain network. It involves breaking down functional silos and working together to achieve common goals.

- **Dynamic**: The supply chain environment is constantly changing due to factors such as customer demands, technology advancements, and market conditions. As a result, SCM needs to be flexible and adaptable to changing circumstances.

- **Complexity**: The supply chain involves multiple tiers of suppliers, manufacturers, distributors, and customers, which can result in a complex network of relationships and processes. Effective SCM requires the ability to manage this complexity and optimize the flow of goods and services.

- **Information Technology**: Technology plays a crucial role in SCM, providing tools for planning, communication, collaboration, and monitoring. SCM requires the effective use of technology to manage data, analyze performance, and make informed decisions.

- **Customer Focus**: SCM is driven by customer demands, and effective SCM requires a deep understanding of customer needs and preferences. Supply chain partners need to work together to ensure that the right products are delivered to the right place, at the right time, and in the right condition.

- **Continuous Improvement**: SCM is a continuous process of improvement, where supply chain partners work together to identify areas of inefficiency and waste, and implement solutions to improve performance. This requires a culture of continuous learning and improvement across the supply chain network.

The scope of SCM involves the following activities:

- **Planning and Forecasting**: This involves creating a strategic plan for the supply chain that outlines the demand for products and services, and the necessary resources to meet that demand.

- **Sourcing**: This refers to the process of selecting and evaluating potential suppliers, negotiating contracts, and managing relationships with suppliers.

- **Production**: This involves managing the production process to ensure that products are manufactured in the most efficient and cost-effective way possible.

- **Inventory Management**: This includes managing inventory levels to ensure that products are available when needed, without tying up excessive capital.

- **Transportation and Logistics**: This involves managing the physical movement of goods from one location to another, including selecting transportation modes and carriers, managing customs clearance, and ensuring on-time delivery.

- **Distribution**: This involves managing the delivery of products to customers, including order fulfillment, customer service, and returns management.

Components of Supply Chain Management

- **Planning and forecasting**: This involves analyzing data and making predictions about future demand for products and services, so that companies can plan and adjust their production and supply chain activities accordingly.

- **Sourcing**: This involves identifying and selecting suppliers who can provide the necessary raw materials and components at the right price, quality, and delivery time.

- **Procurement**: This involves the actual process of purchasing the raw materials and components from suppliers, and managing the associated documentation and payment processes.

- **Production**: This involves the actual manufacturing or assembly of products, and ensuring that they meet the required quality and quantity standards.

- **Inventory management**: This involves the tracking and management of inventory levels throughout the supply chain, to ensure that products are available when needed and that excess inventory is minimized.

- **Logistics and transportation**: This involves the movement of products from one location to another, including the selection of transportation modes, route planning, and management of transportation providers.

- **Distribution**: This involves the delivery of products to customers, including managing warehousing, order fulfillment, and customer service.

- **Customer service and support**: This involves providing support to customers, including handling complaints and addressing issues related to product quality, delivery, and service.

Collaboration between Retailers and Vendors in SCM

Collaboration between retailers and vendors in supply chain management (SCM) is essential for optimizing supply chain efficiency and achieving mutual benefits. Retailers and vendors must work together to streamline the flow of goods and information between them.

Here are some key ways in which retailers and vendors can collaborate in SCM:

- **Collaborative planning**: Retailers and vendors can work together to plan inventory levels, production schedules, and shipping dates. This can help to reduce inventory costs and improve product availability.

- **Sharing of data**: Retailers and vendors can share sales and inventory data to help each other better understand demand and supply patterns. This can lead to improved forecasting accuracy and better decision-making.

- **Joint promotions**: Retailers and vendors can collaborate on promotional activities, such as discounts, coupons, and other special offers. This can help to increase sales and build customer loyalty.

- **Vendor-managed inventory (VMI)**: VMI is a collaborative approach in which the vendor manages the inventory levels of the retailer. This can help to reduce inventory costs and improve product availability.

- **Collaborative transportation**: Retailers and vendors can collaborate on transportation, such as sharing transportation costs or coordinating deliveries. This can help to reduce transportation costs and improve delivery times.

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Unit-2
Logistics System, Warehousing, Transportation Systems

Conceptual framework of logistics system

A logistics system is a complex network of activities, processes, and entities that work together to ensure the efficient and effective movement of goods and services from their point of origin to their final destination. A conceptual framework of a logistics system includes the following elements:

- **Transportation**: The physical movement of goods from one point to another is an essential component of any logistics system. This can include transportation by road, rail, air, or sea.

- **Inventory Management**: The management of inventory involves the coordination of the flow of goods and services in the supply chain. This includes managing stock levels, ordering, and replenishment.

- **Warehousing**: The storage and distribution of goods are crucial for any logistics system. Warehousing includes managing the receipt, storage, and dispatch of goods, as well as the maintenance of inventory accuracy.

- **Information Flow**: The exchange of information within the logistics system is vital for effective coordination and decision-making. Information flow includes communication between different parties involved in the logistics system, such as suppliers, manufacturers, distributors, and customers.

- **Packaging and Labeling**: Proper packaging and labeling are essential for the safe and efficient transport of goods. This includes selecting appropriate packaging materials, labeling packages with appropriate information, and complying with regulatory requirements.

- **Reverse Logistics**: The process of returning products from customers to the manufacturer or supplier is an essential component of any logistics system. This includes managing the collection, transportation, and disposal of products.

- **Customer Service**: Customer service plays a critical role in logistics systems, as it includes responding to customer inquiries, resolving issues, and ensuring customer satisfaction.

Logistics system analysis and design

Logistics system analysis and design is the process of assessing the current logistics system, identifying areas of improvement, and designing a more efficient and effective logistics system. The process involves the following steps:

- **Define the scope and objectives**: The first step in logistics system analysis and design is to define the scope of the project and establish clear objectives. This may include defining the specific logistics activities to be analyzed and identifying the desired outcomes of the project.

- **Analyze the current logistics system**: The next step is to analyze the current logistics system to identify areas of improvement. This may involve reviewing current processes, policies, and procedures, analyzing data on performance metrics, and conducting interviews with key stakeholders.

- **Identify opportunities for improvement**: Based on the analysis of the current logistics system, identify areas where improvements can be made. This may include identifying bottlenecks, inefficiencies, or areas where costs can be reduced.

- **Design the new logistics system**: Using the insights gained from the analysis, design a new logistics system that is more efficient and effective. This may involve developing new processes, procedures, and policies, redesigning the supply chain network, or implementing new technology.

- **Implement the new logistics system**: Once the new logistics system has been designed, it is time to implement it. This may involve training employees on new procedures, updating IT systems, and communicating changes to stakeholders.

- **Monitor and evaluate the new logistics system**: Finally, it is important to monitor and evaluate the new logistics system to ensure that it is achieving the desired outcomes. This may involve collecting data on performance metrics, conducting regular reviews, and making adjustments as necessary.

Warehousing and distribution centers, their location

Warehousing and distribution centers are facilities used for the storage, consolidation, and distribution of goods. The location of these facilities can have a significant impact on the efficiency of logistics operations. Here are some factors to consider when selecting the location of a warehouse or distribution center:

- **Proximity to markets and customers**: Warehouses and distribution centers should be located near major markets and customers to reduce transportation costs and delivery times.
- **Transportation infrastructure**: Warehouses and distribution centers should be located near major transportation infrastructure, such as highways, railways, airports, or ports, to facilitate the movement of goods.
- **Labor availability**: The availability of a qualified workforce is essential for warehouse and distribution center operations. The location should have access to a pool of skilled workers.
- **Cost of land and construction**: The cost of land and construction will have a significant impact on the overall cost of the facility. The location should be affordable and provide adequate space for the facility.
- **Regulatory environment**: The regulatory environment of the location should be favorable to warehousing and distribution center operations. This includes zoning regulations, labor laws, and environmental regulations.
- **Climate and weather patterns**: The location's climate and weather patterns should be considered when selecting a warehouse or distribution center site. Extreme temperatures, hurricanes, or floods can disrupt operations and damage goods.
- **Access to utilities**: The location should have access to reliable and affordable utilities such as electricity, water, and gas to support the facility's operations

Modes And Characteristics of Transportation Systems

Transportation systems can be classified into several modes, each with their own unique characteristics. Here are some of the most common modes of transportation:

- Road Transportation: This mode includes cars, buses, trucks, motorcycles, and other vehicles that use roads to transport people and goods. Road transportation is the most common mode of transportation and is generally the fastest way to travel short to medium distances.

- Rail Transportation: Rail transportation includes trains and other vehicles that travel on rails. This mode of transportation is usually used for long-distance travel and is often more cost-effective than road transportation. Rail transportation is also used for transporting large amounts of goods and raw materials.

- Air Transportation: Air transportation includes airplanes, helicopters, and other aircraft that travel through the air. This mode of transportation is the fastest way to travel long distances and is commonly used for international travel.

- Water Transportation: Water transportation includes ships, boats, and other vessels that travel on water. This mode of transportation is typically used for transporting large amounts of goods and raw materials over long distances.

Each mode of transportation has its own unique characteristics. For example, road transportation is flexible and convenient but can be affected by traffic congestion. Rail transportation is cost-effective and efficient for transporting large quantities of goods, but it may not be as convenient as road transportation. Air transportation is fast and convenient, but it can be expensive. Water transportation is slower than other modes of transportation but can transport large quantities of goods and raw materials.

Key issues and practices involved in SCM

Supply chain management (SCM) refers to the processes and practices involved in the management of the entire network of businesses and individuals involved in the creation and delivery of products and services, from raw materials to finished goods. SCM involves a range of key issues and practices that organizations need to consider to optimize their supply chain operations. Some of the key issues and practices involved in SCM include:

- Supplier Relationship Management: This involves developing and maintaining strong relationships with suppliers to ensure that they are able to provide the necessary materials, components, or services at the right quality, quantity, and price.

- Inventory Management: This involves managing inventory levels, ordering, and scheduling to ensure that products are available when they are needed, without tying up excess working capital.

- Logistics and Transportation Management: This involves managing the movement of goods between suppliers, manufacturers, distributors, and customers, including transportation, warehousing, and distribution.

- Risk Management: This involves identifying and mitigating risks that could impact the supply chain, such as disruptions in transportation, natural disasters, or supplier bankruptcies.

- Sustainability: This involves considering the environmental, social, and economic impacts of the supply chain, and developing strategies to minimize negative impacts and enhance positive ones.

- Performance Measurement: This involves tracking key performance indicators (KPIs) such as on-time delivery, lead times, inventory turns, and customer satisfaction, to monitor the effectiveness of the supply chain and identify areas for improvement.

- Technology and Data Management: This involves leveraging technology and data to optimize supply chain operations, such as using analytics to identify trends and improve forecasting, or implementing automation to reduce manual processes and improve efficiency.

  Effective SCM requires a holistic approach that considers all of these key issues and practices, and involves collaboration and communication across all parts of the supply chain network. Organizations that can successfully manage their supply chains can achieve significant competitive advantages, such as reduced costs, improved customer service, and increased agility and resilience

Unit-3
Retail Market Strategy

Concept-

Retail market strategy refers to the plan of action that a retailer uses to attract customers, generate sales, and achieve its business objectives. It involves the selection of target customers, the development of a value proposition, the creation of a marketing mix, and the implementation of tactics to drive sales.

Here are some key components of a retail market strategy:

- Target market: The first step in developing a retail market strategy is to identify the target market. This involves understanding the demographic, psychographic, and behavioral characteristics of potential customers and tailoring marketing efforts to appeal to their needs and preferences.

- Value proposition: A value proposition is a statement that communicates the unique value that a retailer offers to its customers. It should be clear, concise, and compelling, and it should differentiate the retailer from its competitors.

- Marketing mix: The marketing mix includes the four Ps of marketing: product, price, promotion, and place. Retailers need to consider how they will differentiate their products from those of their competitors, set prices that are competitive and profitable, promote their products to attract customers, and choose the right distribution channels to reach their target market.

- Sales tactics: Retailers need to implement tactics that will help drive sales. This may include offering promotions, using social media to engage with customers, creating loyalty programs, and providing exceptional customer service.

- Performance metrics: Finally, retailers need to track and measure the performance of their retail market strategy. This involves monitoring key performance indicators (KPIs) such as sales, customer satisfaction, and profitability, and making adjustments to the strategy as needed.

Sustainable Competitive Advantages Building Through

Sustainable competitive advantages are long-term advantages that a company can build and maintain over its competitors. They allow a company to consistently outperform its competitors and maintain a leading position in the marke

Advantages –

- Unique value proposition: A company's unique value proposition is what sets it apart from its competitors. It's important to identify what makes your product or service unique and communicate that to your customers.

- Brand identity: Developing a strong brand identity can help your company stand out in the market. It's important to create a brand that resonates with your target audience and communicates your company's values and mission.

- Customer experience: Providing a superior customer experience can give your company a sustainable competitive advantage. This includes everything from the ease of use of your product or service to the quality of customer service.

- Innovation: Companies that consistently innovate and develop new products or services are more likely to have a sustainable competitive advantage. It's important to stay ahead of trends and anticipate customer needs to develop innovative solutions.

- Operational efficiency: Companies that operate efficiently can offer their products or services at a lower cost, which can give them a competitive advantage. This includes everything from supply chain management to optimizing production processes.

- Intellectual property: Patents, trademarks, and copyrights can give a company a sustainable competitive advantage by protecting their intellectual property. This can prevent competitors from copying their products or services and entering the market.

- Network effects: Companies that create products or services with network effects can develop a sustainable competitive advantage. This means that as more people use the product or service, it becomes more valuable, making it more difficult for competitors to enter the market.

Customer loyalty

Customer loyalty is one of the most important components of building a sustainable competitive advantage. Here are some points on how to build sustainable competitive advantage through customer loyalty:

- Consistently meeting customer needs: To build customer loyalty, a company must consistently meet the needs of its customers. This requires understanding customer preferences and providing high-quality products or services that meet those needs.

- Personalization: Providing personalized experiences to customers can help build a strong connection with them. This includes personalized communication, personalized product recommendations, and personalized customer service.
- Strong customer service: Providing excellent customer service is crucial for building customer loyalty. This includes responding promptly to customer inquiries and resolving issues quickly and efficiently.

- Loyalty programs: Loyalty programs can incentivize customers to continue doing business with a company. This can include discounts, exclusive offers, and rewards programs that encourage customers to continue making purchases.

- Community building: Building a community of customers can help build customer loyalty. This can be achieved through social media engagement, user-generated content, and customer reviews.

- Innovation: Continuously innovating and improving products or services can keep customers engaged and loyal. Companies that are always looking for ways to improve and innovate are more likely to retain their customers.

- Corporate social responsibility: Engaging in corporate social responsibility initiatives can help build customer loyalty. Customers are more likely to support companies that share their values and contribute to causes they care about.

Distribution And Information System

Distribution and information systems are critical components of any retail market strategy. An effective distribution system ensures that products are delivered to the right place at the right time, while an information system provides retailers with the data they need to make informed decisions about inventory management, pricing, and marketing.

Distribution System:
The distribution system involves the movement of products from the manufacturer to the retailer and finally to the customer. A well-designed distribution system can help retailers reduce costs, improve efficiency, and increase customer satisfaction. Some key elements of an effective distribution system include:

- Supply Chain Management: Retailers need to work closely with manufacturers, wholesalers, and logistics providers to ensure that products are delivered to the right locations at the right time. Supply chain management involves coordinating and optimizing the flow of goods, information, and money across the entire supply chain.

- Inventory Management: Retailers need to maintain the right level of inventory to meet customer demand without incurring excess costs. A well-designed inventory management system can help retailers balance supply and demand, reduce stockouts, and minimize inventory carrying costs.

- Logistics and Transportation: The logistics and transportation system plays a critical role in ensuring that products are delivered to the right locations on time. Retailers need to work with logistics providers to optimize shipping routes, reduce delivery times, and minimize transportation costs.

Information System:
An effective information system provides retailers with the data they need to make informed decisions about inventory management, pricing, and marketing. Some key elements of an effective information system include:

- Point-of-Sale (POS) System: POS systems are used to capture sales data and track inventory levels in real-time. This data can be used to identify sales trends, monitor inventory levels, and optimize pricing and promotions.

- Customer Relationship Management (CRM) System: CRM systems are used to track customer behavior and preferences. This data can be used to personalize marketing messages and improve customer engagement.

- Business Intelligence (BI) System: BI systems are used to analyze data and identify patterns and trends. This data can be used to make informed decisions about inventory management, pricing, and marketing.

Vendor relations

Vendor relations play a crucial role in the success of a retail market strategy. Retailers need to develop strong relationships with their vendors to ensure a steady supply of quality products, negotiate favorable terms and pricing, and collaborate on promotional activities. Here are some key factors that retailers should consider when developing vendor relationships:

- Communication: Clear and consistent communication is essential for developing strong vendor relationships. Retailers need to communicate their expectations and requirements to their vendors and keep them informed about any changes in product demand or pricing.

- Collaboration: Retailers should work closely with their vendors to develop mutually beneficial strategies for product promotion, pricing, and inventory management. By collaborating with vendors, retailers can leverage their expertise and resources to improve the customer experience.

- Trust: Trust is essential for building long-term vendor relationships. Retailers need to demonstrate their commitment to working with vendors fairly and transparently, while vendors need to deliver quality products and services consistently.

- Performance Metrics: Retailers should establish performance metrics to evaluate vendor performance and identify opportunities for improvement. These metrics could include on-time delivery rates, product quality, and customer satisfaction.

- Contract Terms: Retailers should negotiate favorable contract terms with their vendors to ensure that they receive the best possible pricing and terms. These terms could include volume discounts, payment terms, and return policies.

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