



**Institute of
Management Technology**
Hyderabad

...Harnessing Knowledge for Businesses

Retail Supply Chain Management

Vinay Kumar Kalakbandi
Session 1



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About me

- ▶ Assistant Professor , OM Area
- ▶ vinayk@imthyderabad.edu.in
- ▶ <http://vkteaching.weebly.com/>

Research Interests

- ▶ Behavioral Operations
- ▶ Supply Chain Management
- ▶ Case Writing

Academic Background

- ▶ FPM, IIM Bangalore
- ▶ M.Tech, IIT Bombay

Professional Journey

- ▶ IMT Hyderabad, Since Dec 2015
 - ▶ Taught: RSCM, SOM, OM (Core)
- ▶ IIM Raipur
 - ▶ Taught: TQM, SOM, OM (Core)

Teaching Philosophy

A course is not a spa, it is a Gym
and the faculty is the trainer

Retail SCM - Scope

Opening questions

01

Question 1

What is a supply chain?



Supply chain is a network of organizations that are having linkages, both upstream and downstream in different processes and activities that produce and deliver value in the form of products and services in the hands of ultimate consumer.

02

Question 2

What flows characterize a supply chain?

03

Question 3

What are the key challenges of a SCM Manager?

Retail SCM - Scope

Opening questions

01

Question 1

What is a supply chain?

02

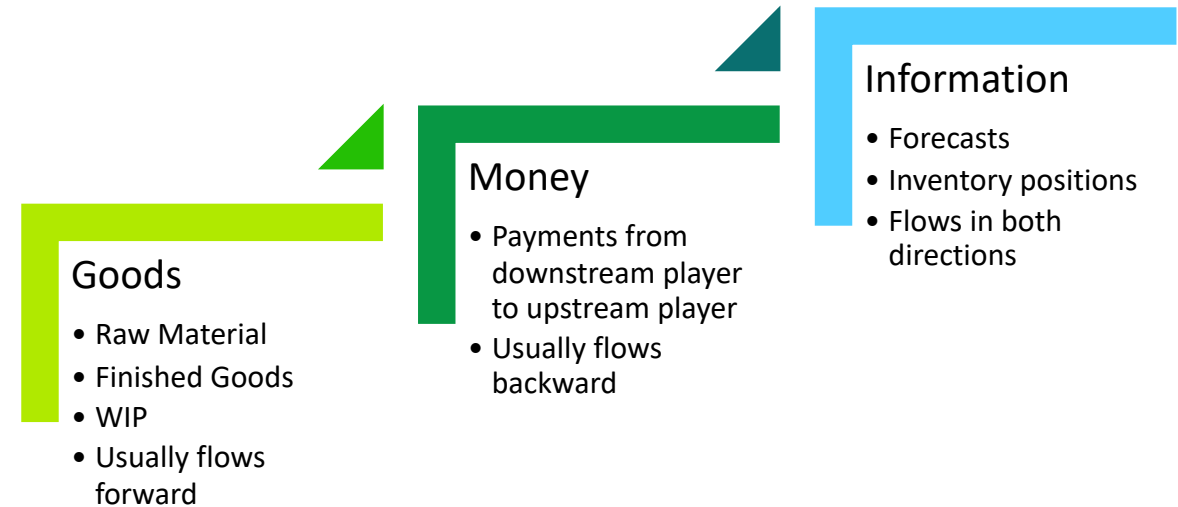
Question 2

What flows characterize a supply chain?

03

Question 3

What are the key challenges of a SCM Manager?



Retail SCM - Scope

Opening questions

01

Question 1

What is a supply chain?

02

Question 2

What flows characterize a supply chain?

03

Question 3

What are the key challenges of a SCM Manager?



- Integrating and coordinating the flow of materials from multitude of suppliers
- Managing the distribution of finished product by way of multitude of intermediaries.
- Satisfy the customer by establishing linkages of people at all levels in the organization directly or indirectly to the market place.

Retail SCM - Scope

Opening questions

01

Question 1

What is a supply chain?

02

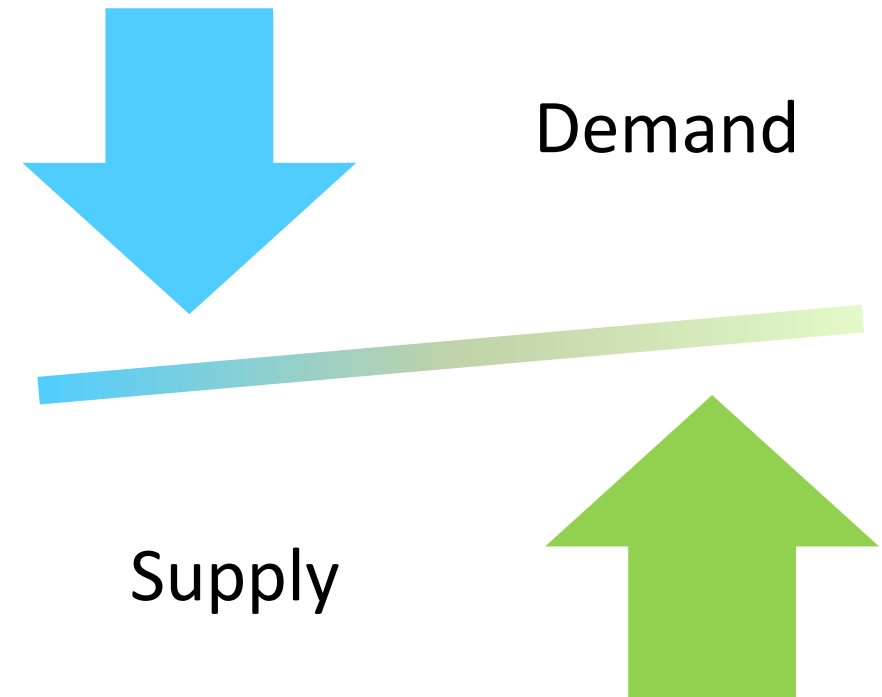
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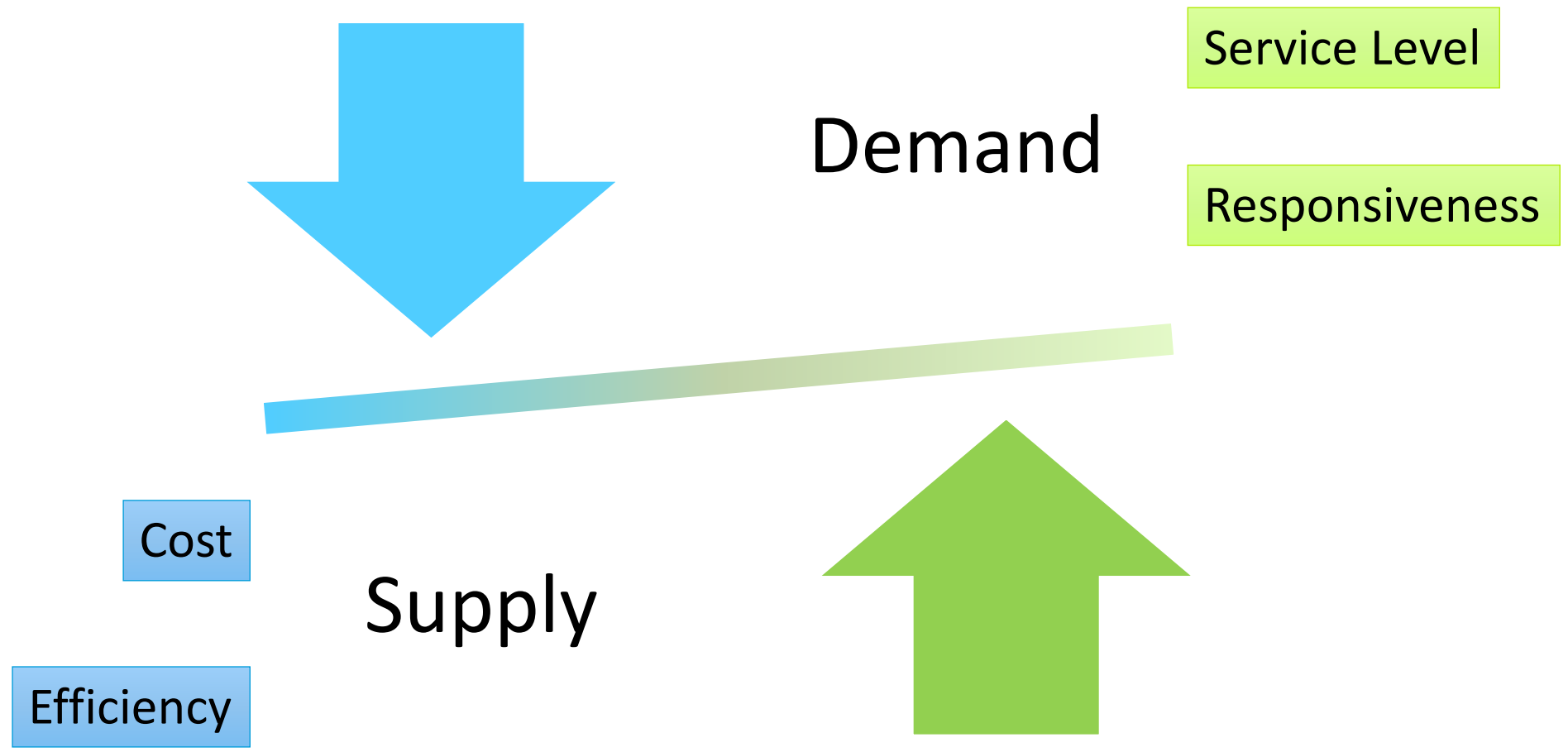
What are the key challenges of a SCM Manager?





Retail SCM - Scope

Challenges of a SCM Manager



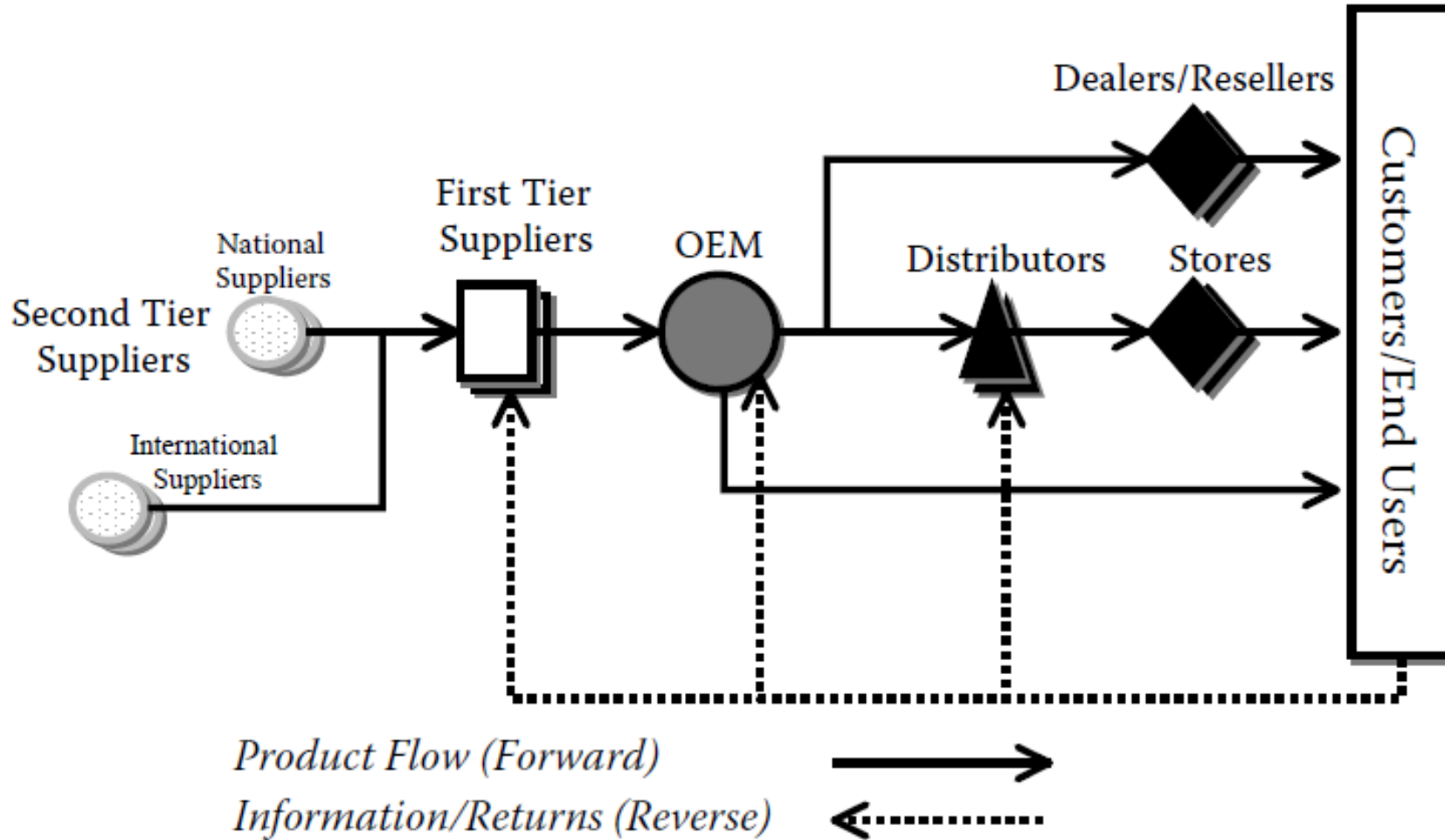
Retail SCM - Scope

The Retail Sector



Retail SCM - Scope

The Retail Supply Chain - Depicted



Retail SCM - Challenges

Product Category Management

More SKUs implies more problems

- SKU explosion
- Substitutability
- Shelf space allocation.

Promotional Planning

Aligning with marketing strategy

- Dynamic adjustments are tough
- Responsive supply chains are not efficient

More customer involvement

Customer is king

- Linking the customer to the supply chain planning process
- Complicated customer needs

Managing Product lifecycles

Old is not gold

- Perishability.
- Obsolescence
- Seasonality

External factors

Beyond control

- Infrastructural issues
- IT systems and their integration

Economic Vulnerability

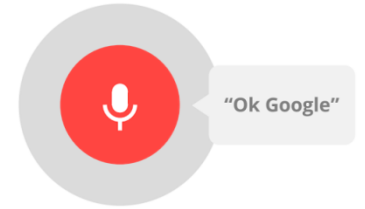
Retail Consumption drives economy

- Retail sector is directly linked to development of the economy
- Wafer thin margins

Retail SCM - Importance

What's hot in the RSCM sector?

- Magnitude of the Opportunity
 - How big is the Indian Retail Market?
 - What is the penetration of Organized Retail in India?



What is your opinion about the Retail sector in India?
What are the challenges hindering the growth of Retail
sector in India?

PWC Report

Course Outline

Themes in the course



E-COMMERCE

PRODUCTS AT YOUR FINGERTIP

From tech products to groceries, consumers want everything to be available online



SUSTAINABILITY

CONSUME BUT DON'T HARM

Consumers want their products to be ethically sourced while being environment friendly



TECHNOLOGY

BIG DATA, BLOCKCHAIN, RFID

Ubiquitous Customer Data, Higher fulfillment challenges, processing power,



RETAIL EXECUTION

NOW IS THE TIME FOR DOING

Facilities planning, Policy planning

Evaluation Pattern (Tentative)

Mid Term & End Term Exam

- Mid Term – 20%
- End Term – 40%

Class Participation

- First 10 sessions – 10%
- Last 10 sessions – 10%

Group Project

- Presentation and Report- 10%

Assignments

- Every individual would work on two assignments in the duration of the course - 10%

Rules of Engagement

- Course website: <http://vkteaching.weebly.com/>
- Penalties
 - Seeking clarifications on announcements already made will attract penalty. Important announcements will be made at the beginning of the class. Don't miss them.
 - Put your phones away – penalty if found using. Repeat offenders will get higher penalty.
 - Plagiarism is a crime and will result in highest penalty