


Course Outline

Themes in the course



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...Harnessing Knowledge for Businesses

01

E-COMMERCE

PRODUCTS AT YOUR FINGERTIP

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

02

SUSTAINABILITY

CONSUME BUT DON'T HARM

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

03

TECHNOLOGY

BIG DATA, BLOCKCHAIN, RFID

Ubiquitous Customer Data, Higher Fulfillment challenges, processing power,

04

RETAIL EXECUTION

NOW IS THE TIME FOR DOING


Facilities planning, Policy planning

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Course Objectives



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- CO1: Remembering the challenges governing retail supply chains
- CO2: Understanding how business value propositions aligns with RSCM activities
- CO3: Analyzing the logistics challenges of different retail formats
- CO4: Evaluating the impact of People Technology interface on RSC performance
- CO5: Applying a sustainable thought process in the retail context
- CO6: Understanding the intricacies involved in collaboration in retail supply chains

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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?

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.

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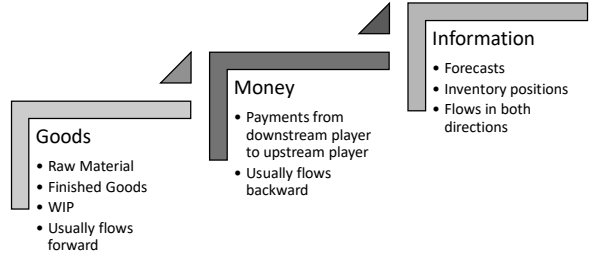
Retail SCM - Scope

Opening questions

01 **Question 1**
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03 **Question 3**
What are the key challenges of a SCM Manager?



Goods

- Raw Material
- Finished Goods
- WIP
- Usually flows forward

Money

- Payments from downstream player to upstream player
- Usually flows backward

Information

- Forecasts
- Inventory positions
- Flows in both directions

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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.

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Retail SCM - Scope

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Retail SCM - Scope
Challenges of a SCM Manager

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Service Level

Responsiveness

Demand

Supply

Cost

Efficiency

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Retail SCM - Scope
The Retail Sector

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Holds an assortment of Goods
Procures products in large quantities
Holds Inventory closer to customer
Provides services that enhance value to the customer

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Retail SCM - Challenges



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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


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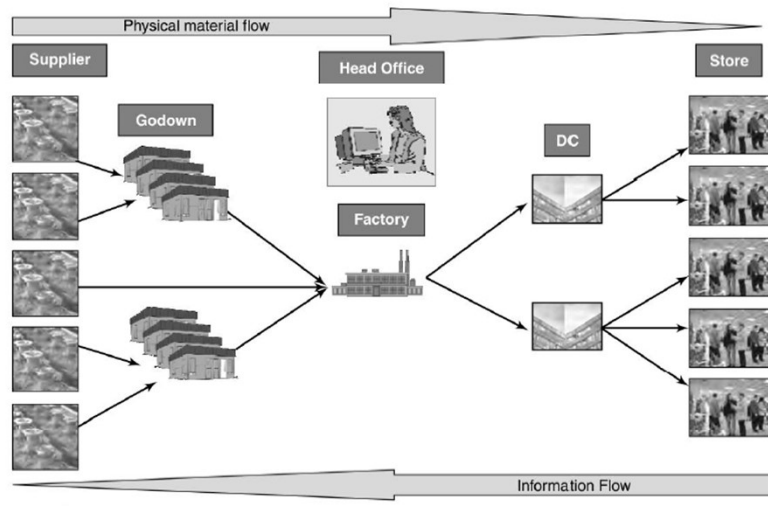
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Retail SCM - Scope

Manufacturing Supply Chain



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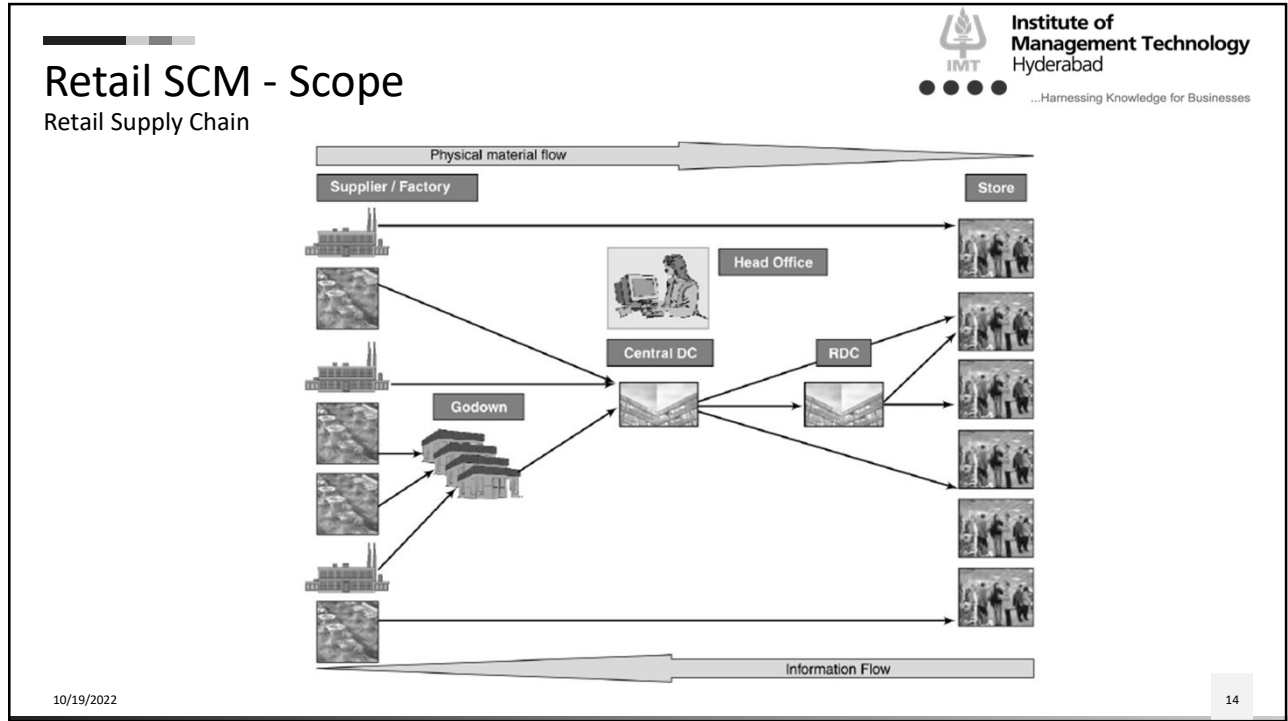


The diagram illustrates the flow of physical materials and information in a retail supply chain. On the left, a 'Supplier' provides raw materials to 'Godown' (warehouses). These materials then move to a 'Factory' for production. The 'Factory' is connected to a 'Head Office' (represented by a person at a computer). From the 'Factory', goods are distributed to 'DC' (Distribution Centers), which then supply 'Store's. A large arrow at the top indicates 'Physical material flow' moving from left to right. A large arrow at the bottom indicates 'Information Flow' moving from right to left, showing how data from stores and distribution centers is fed back into the factory and supplier for better planning.

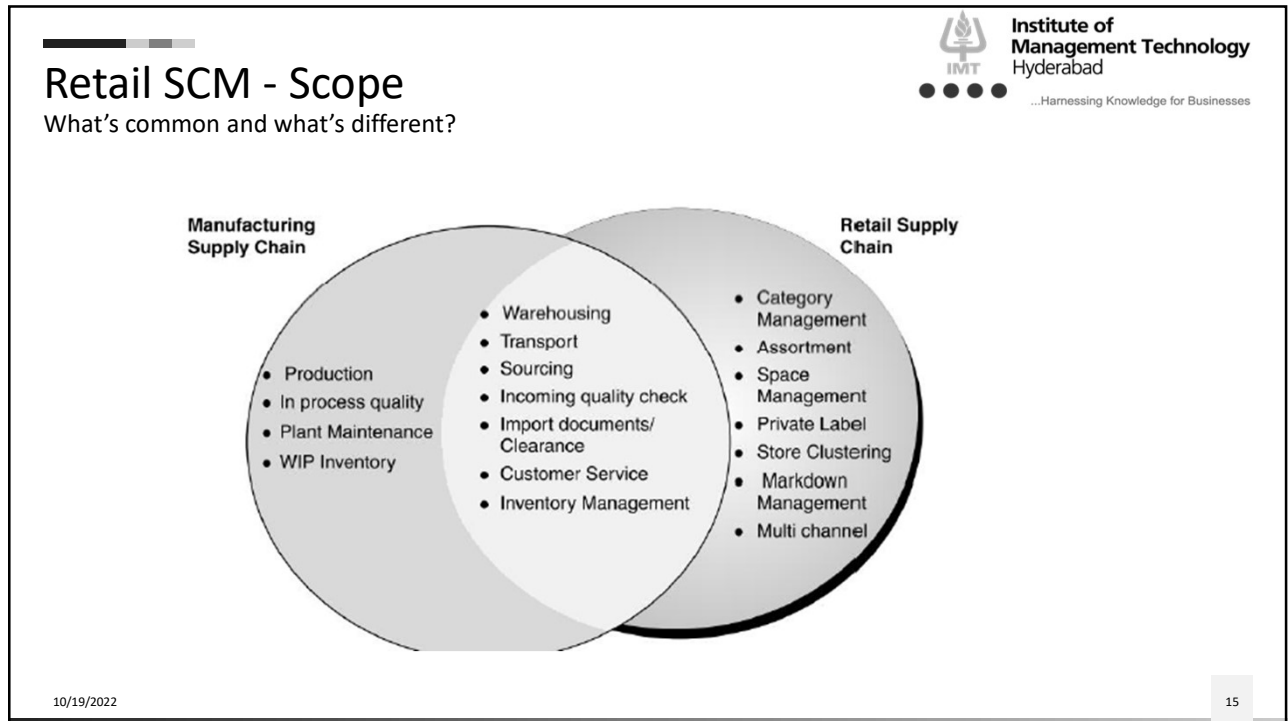
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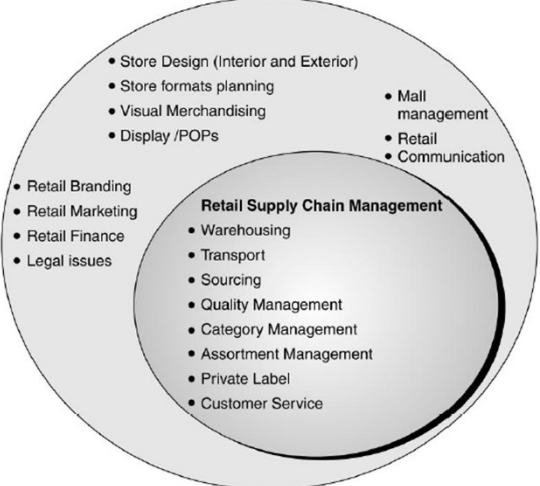


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RSCM as a subset of Retail Management



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- Store Design (Interior and Exterior)
- Store formats planning
- Visual Merchandising
- Display /POPs

- Mall management
- Retail
- Communication

- Retail Branding
- Retail Marketing
- Retail Finance
- Legal issues

Retail Supply Chain Management

- Warehousing
- Transport
- Sourcing
- Quality Management
- Category Management
- Assortment Management
- Private Label
- Customer Service

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Retail SCM - Importance

What's hot in the RSCM sector?



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- 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?

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