Course Outline

Themes in the course

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...Harnessing Knowledge for Businesses

01	02	03	04
E-COMMERCE	**SUSTAINABILITY**	**TECHNOLOGY**	**RETAIL EXECUTION**
PRODUCTS AT YOUR FINGERTIP	**CONSUME BUT DON'T HARM**	**BIG DATA, BLOCKCHAIN, RFID**	**NOW IS THE TIME FOR DOING**
From tech products to groceries, consumers want everything to be available online	Consumers want their products to be ethically sourced while being environment friendly	Ubiquitous Customer Data, Higher processing power,	Fulfillment challenges, 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

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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

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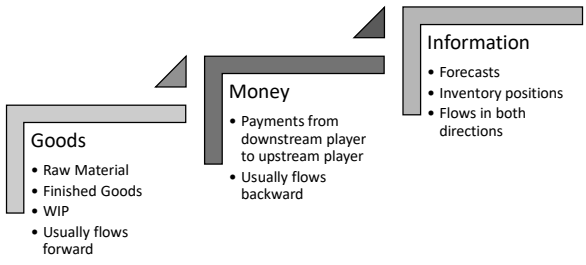

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Retail SCM - Scope

Opening questions

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01 **Question 1**
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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

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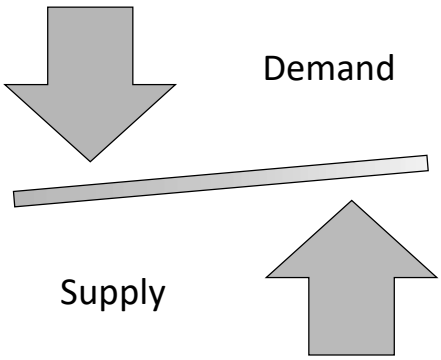

Retail SCM - Scope

Challenges of a SCM Manager

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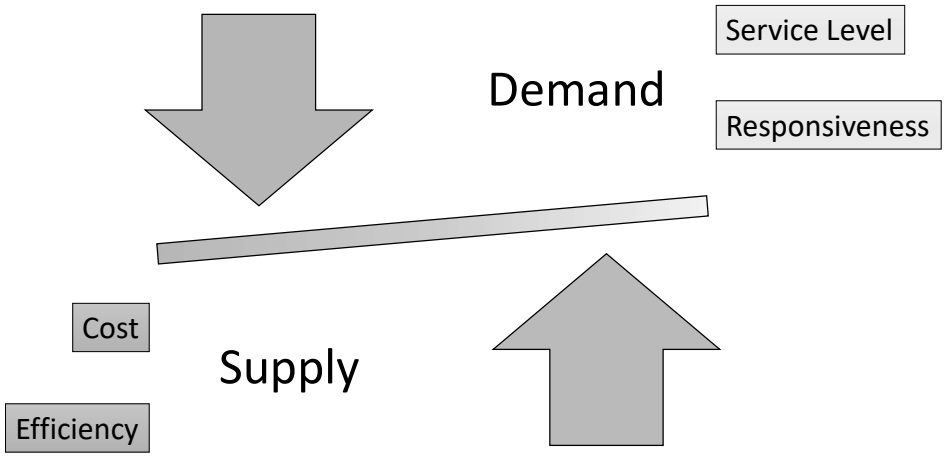

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Retail SCM - Scope

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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Retail SCM - Scope

Manufacturing Supply Chain

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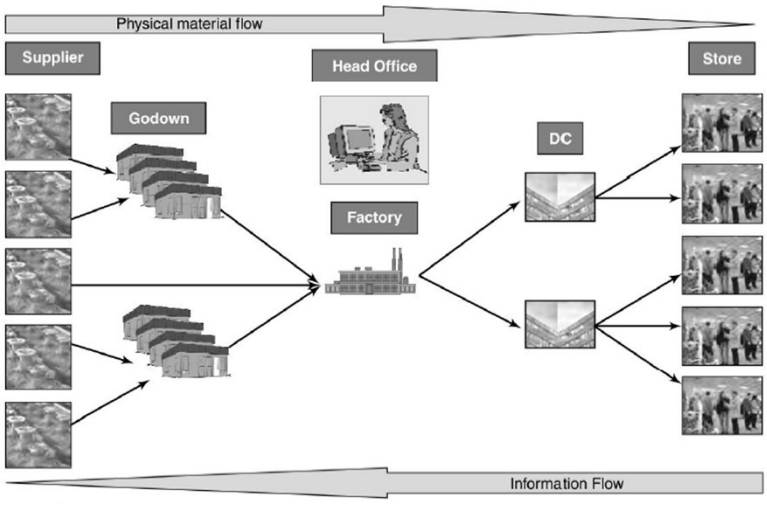

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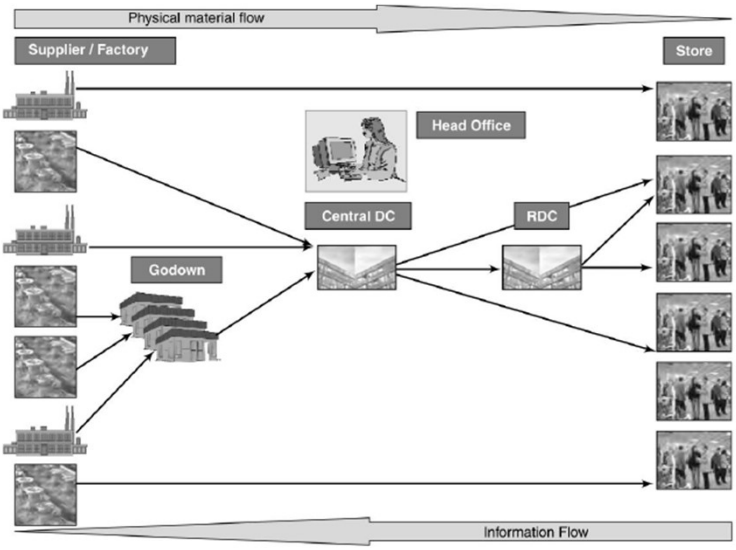
Retail SCM - Scope

Retail Supply Chain



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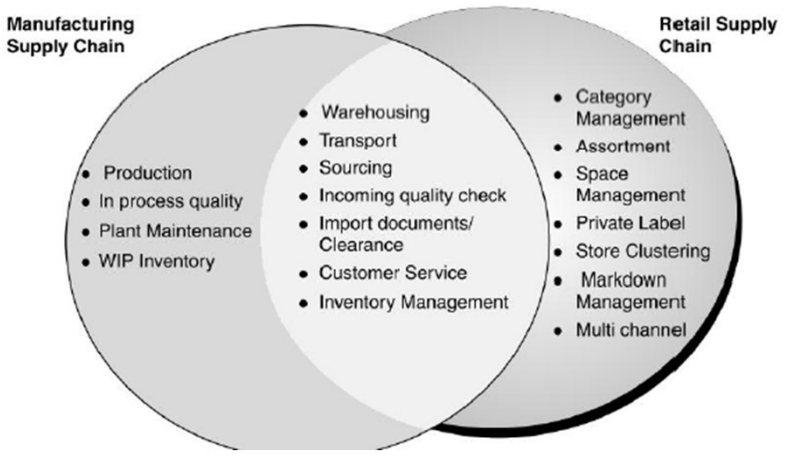
Retail SCM - Scope

What's common and what's different?



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RSCM as a subset of Retail Management

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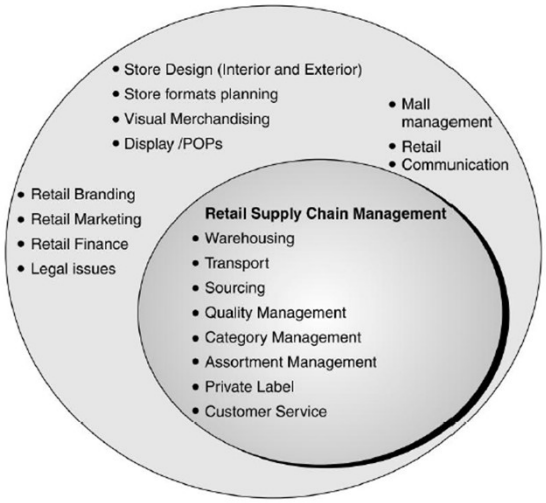

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Retail SCM - Importance

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?
BCG Report IBEF Report

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