

Supply Chain Management & Logistics:

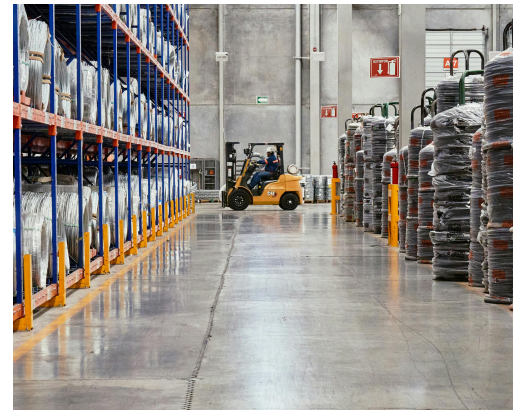


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Supply Chain Management and Logistics means how goods move from start to end. It includes buying, making, storing, and delivering products.

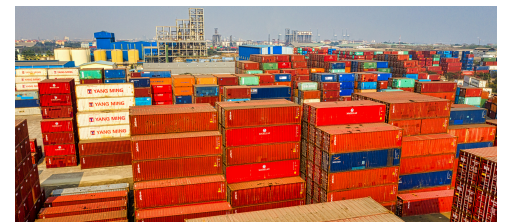
Logistics mainly focuses on transport and storage of goods. Supply Chain Management controls the full process. Together, they make sure products reach the right place on the right time.



Logistics plays a key role in ensuring the smooth movement and storage of goods across the supply chain. It helps businesses deliver products efficiently and on time.



Supply chain management (SCM) is crucial for business success, driving efficiency by reducing operating costs, inventory, and logistics expenses



SUPPLY CHAIN MANAGEMENT AND LOGISTICS

Supply Chain Management (SCM) manages the flow of goods from suppliers to customers.

It ensures smooth and efficient movement at every stage.

It includes sourcing, production, storage, and transportation of goods.

It helps businesses reduce costs and improve efficiency.

Connecting production to customers seamlessly.

Sourcing –
Procuring raw materials from suppliers

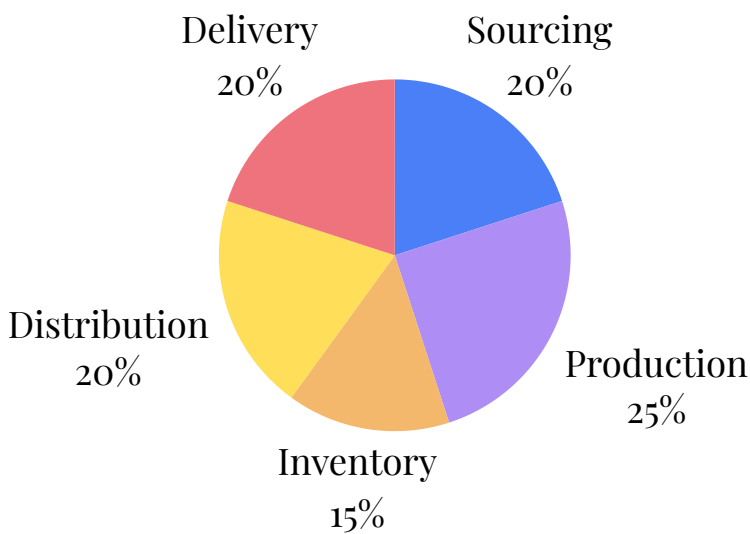
Production –
Converting raw materials into finished goods

Inventory –
Storing and managing stock efficiently

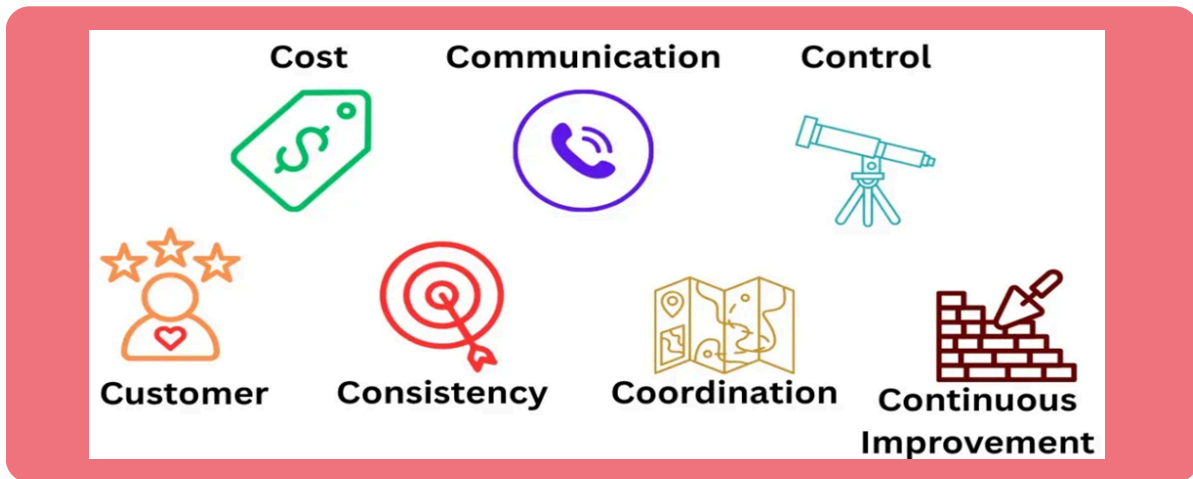
Distribution –
Transporting goods to different locations

Delivery –
Final product reaches the customer

“BREAKDOWN OF SUPPLY CHAIN PROCESS”



7 C's of Logistics and Supply Chain Management



1. **Connect:** Integrating all stakeholders—suppliers, manufacturers and customers using technology for real-time updates and seamless communication.

2. **Create:** Using data analytics and AI to create new efficiencies, predict demand, and design more agile, profitable supply chain solutions.

3. **Customize:** Postponing final product customization (postponement strategy) to match specific, local market demands and enhance customer satisfaction.

4. **Coordinate:** Aligning activities, inventory levels, and transport across the chain to reduce costs and bottlenecks.

5. **Consolidate:** Aggregating shipments and optimizing logistics networks to reduce transportation costs and enhance efficiency.

6. **Collaborate:** Developing strong partnerships with suppliers and customers to improve information sharing and resolve issues

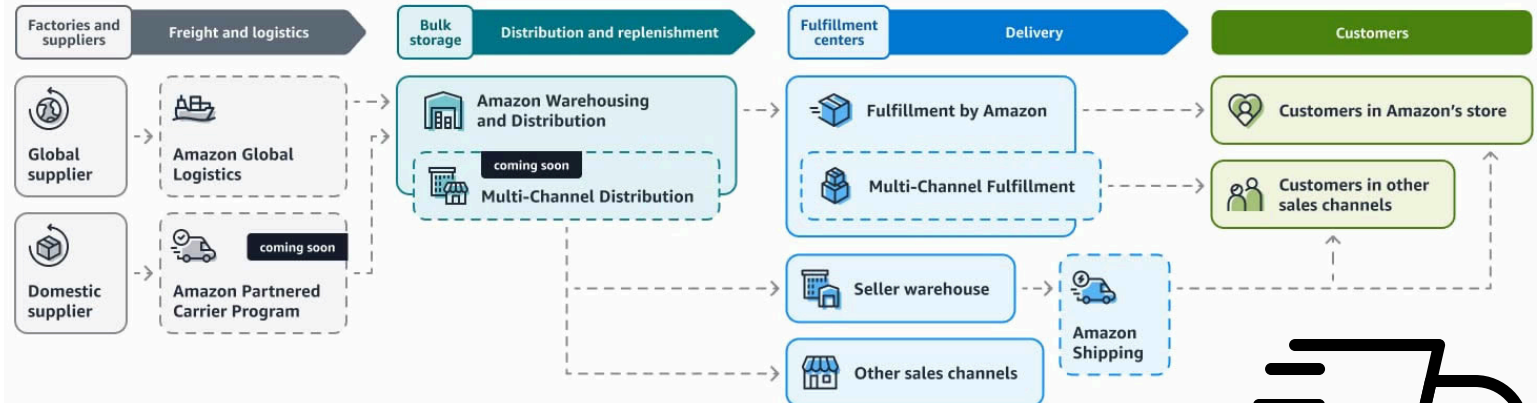
7. **Contribute:** Ensuring the supply chain contributes positively to sustainability, corporate social responsibility, and overall business growth.



Interesting Case Studies



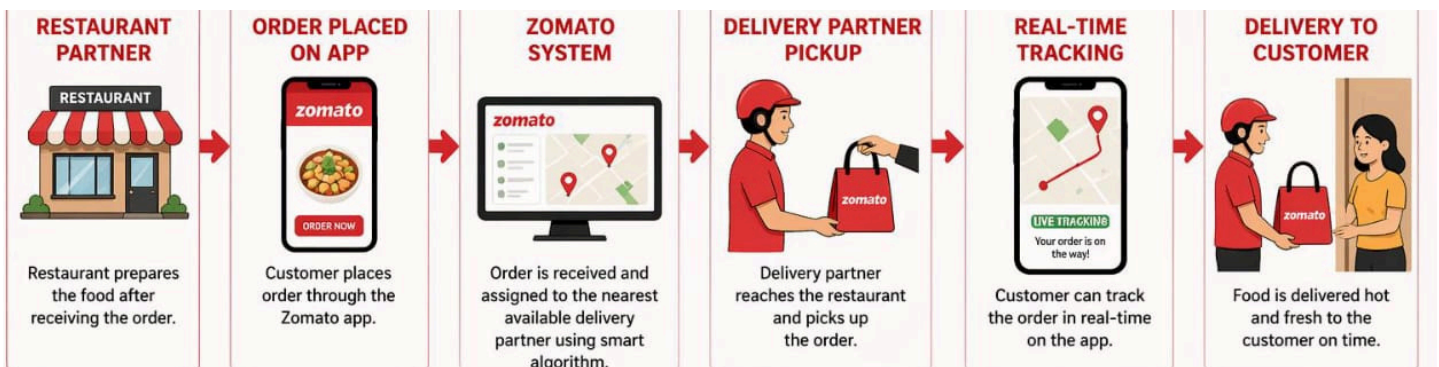
AMAZON



Amazon manages its supply chain efficiently from suppliers to customers. Products are sourced from global and domestic suppliers and transported through its logistics network. They are stored in fulfillment centers where items are sorted, packed, and prepared for delivery. Amazon then delivers products using its delivery system and also supports sellers through Fulfillment by Amazon. Finally, products reach customers quickly through online orders.



ZOMATO



Zomato uses a fast, technology-based system to deliver food from restaurants to customers. When an order is placed on the app, it is assigned to the nearest delivery partner while the restaurant prepares the food. The delivery partner picks up the order and delivers it using the best route. Customers can track their order in real time, ensuring quick and smooth delivery. This system improves efficiency and customer satisfaction.





D-MART



D-Mart: Mastering Cost-Efficient Supply Chain



D-Mart follows a cost-efficient supply chain strategy to reduce expenses and increase profits.

It keeps a limited number of products, which helps in faster inventory turnover and better control.

The company buys goods in bulk, which lowers purchase costs.

D-Mart owns its stores, so it avoids paying high rent. It also maintains strong relationships with suppliers to ensure a steady supply of goods.

An efficient distribution network helps in quick restocking of products in stores and achieve lower costs and higher profits.



DIFFERENCE BETWEEN LOGISTICS AND SUPPLY CHAIN MANAGEMENT



BASIS	LOGISTICS	SUPPLY CHAIN MANAGEMENT (SCM)
DEFINITION	Logistics is the process of transporting and storing goods.	SCM is the overall management of the flow of goods from supplier to customer.
SCOPE	Limited to movement and storage of goods.	Wider scope including procurement, production, storage, and delivery.
KEY FUNCTIONS	Transportation, warehousing, inventory handling.	Planning, sourcing, production, logistics, and coordination.
TIME HORIZON	Short-term focus on daily operations.	Long-term focus on strategy and planning.
OBJECTIVE	To deliver goods efficiently and on time.	To optimize the entire supply chain and improve overall performance.



Supply Chain Management is broader, while logistics is one important part of it.





Fun Zone: SCM & Logistics Games

WORD SEARCH

S U P P L Y C H A I N T R A N S
L O G I S T I C S X P A C K A G
W A R E H O U S E L O A D I N G
D E L I V E R Y M Q R S H I P P
I N V E N T O R Y T T R A C K I
T R A N S P O R T Y E S T O R E
S U P P L I E R S U R D E M A N
C U S T O M E R S Y S D I S T R
P A C K A G I N G Z H F L O W X
D I S T R I B U T I O N L O G I
M A N U F A C T U R E R S K L M
O R D E R P R O C E S S I N G A
S T O C K M A N A G E M E N T
G O O D S M O V E M E N T C D
S U P P L Y N E T W O R K F G H

**WORDS TO FIND: SUPPLY CHAIN,
LOGISTICS, WAREHOUSE, DELIVERY,
INVENTORY, TRANSPORT, SUPPLIERS,
CUSTOMERS, PACKAGING,
DISTRIBUTION, MANUFACTURER**

JUMBLED WORDS UNSCRAMBLE THESE:

1. TSOCILGIS » _____
2. YLPUPS » _____
3. ROEDR » _____
4. ESUOHRAEW » _____
5. YREVILED » _____

FUN RIDDLE

“I travel the world but stay in one place. I carry goods but have no hands. Who am I?”

QUICK QUIZ

1. SCM stands for:
 - a) Supply Chain Management
 - b) System Control Method
 - c) Supply Cost Method
 - d) Service Chain Model

2. Logistics mainly deals with:
 - a) Marketing
 - b) Transport and storage
 - c) Finance
 - d) Human resource

3. Warehouse is used for:
 - a) Selling products
 - b) Storing goods
 - c) Advertising
 - d) Packaging only

ARRANGE IN CORRECT ORDER

1. Supply Chain Process:
Customer – Warehouse – Supplier – Manufacturer

2. Online Order Process:
Delivery – Order Placed – Packing – Customer
Receives

3. Retail Store Process:
Supplier – Store Stocking – Customer Purchase –
Warehouse

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