SUPPLY CHAIN ANALYSIS OF MORE RETAIL SERVICE
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Abstract: SCM can be seen as the process of strategically managing the procurement, movement and storage of materials & parts & finished goods inventory (related information flows) through the organization & its marketing channels in such a way that current & future profitability are maximized through the cost effective fulfilment of orders. The SWOT Analysis is carried out in order to assess the supply chain of more retail.
**Keywords:** More retail, Supply chain, Analysis, Decision making

Introduction:

Supply chain management involves all processes of designing a product, sourcing components for making it, manufacturing is the finished product and distribution the finished product from its origin to the final consumer. The supply chain involves a variety of process like product development, sourcing, manufacturing, distribution, transportation, ware housing etc. a company supply chain boundary can be up to its direct supplier and customer or up to its supplier's supplier and customer's customer.Supply chain management links and collects the overall data collected by the warehouse management system, communication software and distribution management system as well. It compiles the information from all the systems and provides the user friendly data which can be accessed and worked upon. Thus, supply chain management helps in increasing the efficiency as well as the overall output of the company. It also helps in rectifying the problems wherever it occurs and hence, leads to the maximum utilization of the resources available to the company.The supply chain management apparently controls the product flow, information flow and the financial flow as well. This not only helps in better management but also leads to the effective

implementation of the operations running the organization. Thus, supply chain management caters to the needs of the growth of the business at large and gives it a global platform to expand and develop further. supply chain management was concerned with the calculation of consumer's demand and cutting back of the operational costs. But now-a-days, with the changing times, it has helped in increasing organization's visibility across the supply chain network, and in making better and apt decisions which prove to be beneficial for the company.With the upcoming technologies, the need for the supply chain management has been felt very strongly and it has become essential to keep a track of all the operational systems of the organization in an updated and accurate manner. These system softwares organize the scattered data in an orderly manner ands also keep a track record of all the information which is essential for the company. the world is one big supply chain. Supply chain management touches major issues, including the rapid growth of multinational corporations and strategic partnerships.Because of these emerging trends, supply chain management is the most critical business discipline in the world today

Supply Chain Management Pillars

Value Chain
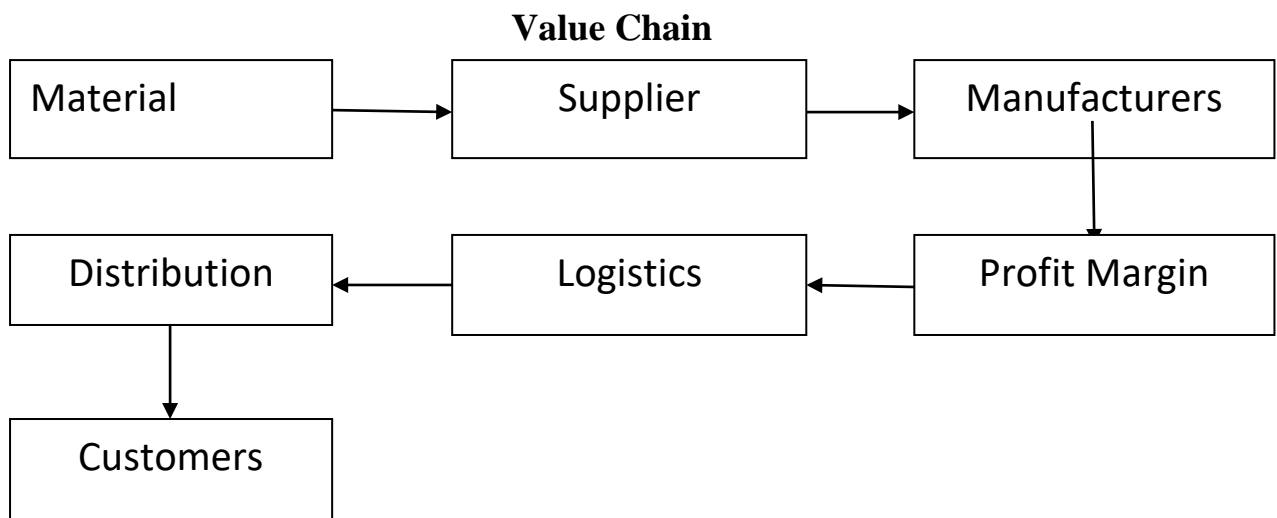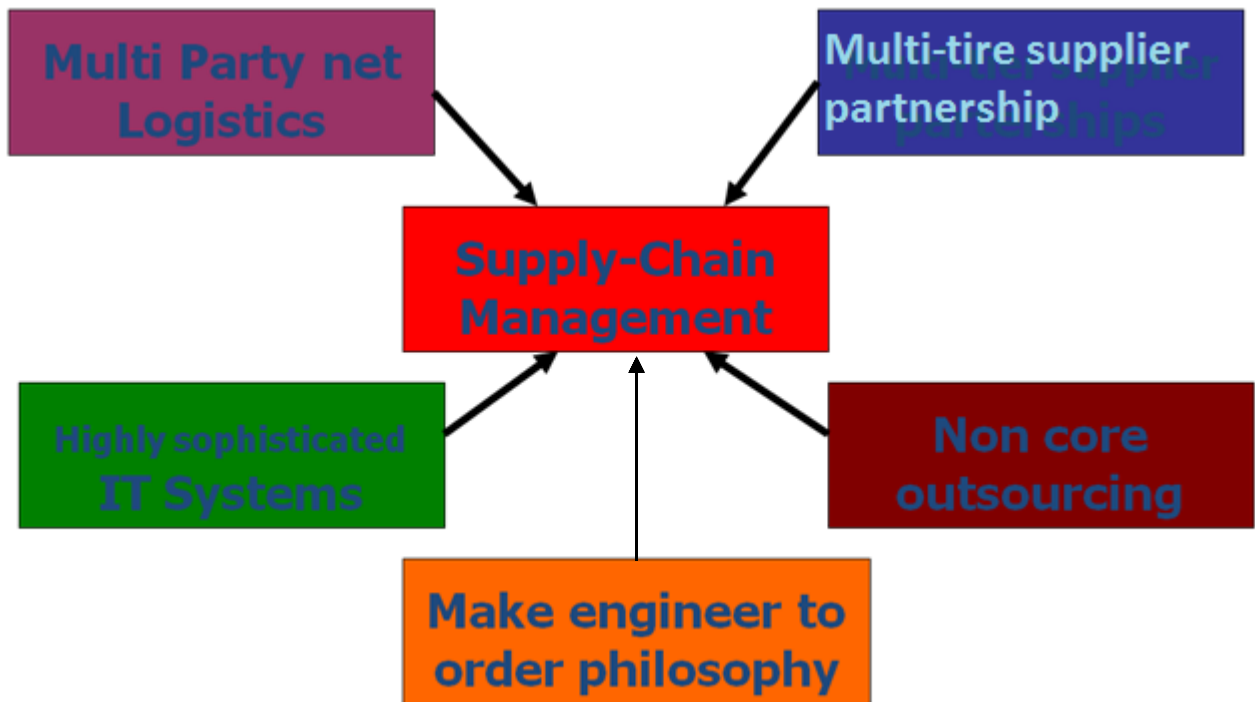
Development of the Integrated Demand-Supply Model

The core process of the supply and demand chains viewed from a broad cross-enterprise vantage point rather than as discrete function. To gain the maximum benefits, organizations need to identify the core processes across the demand and supply chain, as well as exploring the impact of each of these processes on the different functions.
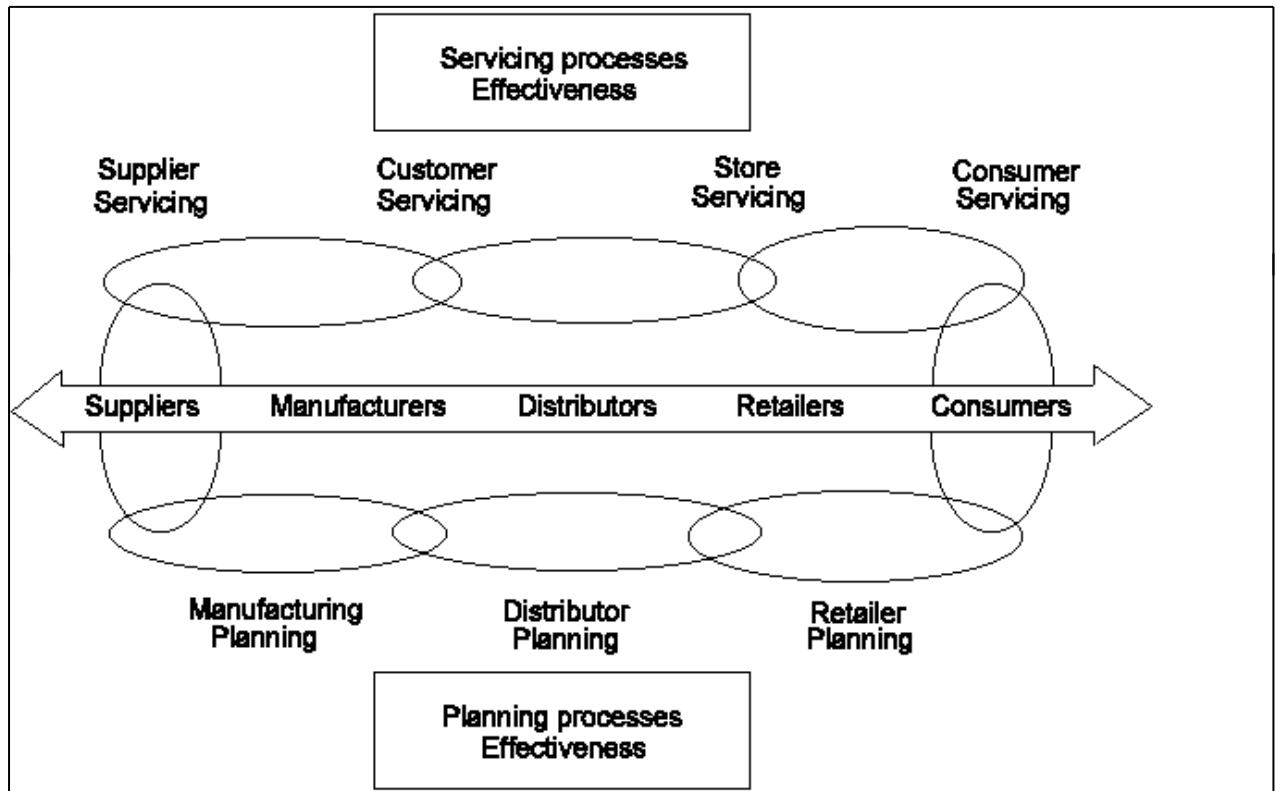
Fig. 1 Integrating processes in the supply and demand chains

The integrating processes that create the links between the supply and demand chains.This implies that the planning processes (which involves development of channel strategies, planning of manufacturing, inventory, distribution and transportation, demand planning and forecasting; and marketing and promotional planning) and service processes (which includes functions such as credit, order management, load planning, billing and collection, etc.) must be integrated. This integration must be done across the boundaries of the enterprises. If each participating organization in the chain formulates its own plans on the basis of its own private information, then there is no way to integrate the supply and demand chain processes that they share.

The supporting information technology (IT) infrastructure that makes such integration possible. While information technology is needed to handle routine transactions in an efficient manner, it can also play the a critical role in facilitating the timely sharing of planning, production and purchasing information; capturing and analyzing production, distribution and sales data at new levels of detail and complexity. Information technology provides an integrating tools that makes it possible to convert data into meaningful pictures of business processes, markets and consumers that are needed to feed company strategies in order to develop competitive advantage.

On the administrative side, such elements as flow path economics, which help organizations understand the real drivers of costs, and new performance and measurement standards that align functions in accordance with total process goals that are critical to achieving integration.

SWOT Analysis & Interpretation

Strengths

➢ Providing proper customer service at **'more'**store.
➢ Location of stores at correct places.

- Can identify products easily due to product display, labeling.
- Availability of products to lower income groups also.
- Special '**more**' products are produced like FMCG etc.
- Reaches targets in time.
- Plannogram of store is highly effective.
- Maintainance of F&V is good.
- The store provides door delivery for convenience of customers.
- Asile signages are kept to avoid searching of products.
- Retail HR auditing is done periodically.
- Special training is given to the newly recruited staff.

Weaknesses

- Parking area for some stores at Visakhapatnam is not sufficient.
- Merchandise at liquidation bay is not maintained properly.
- To reach targets in time, the stock is sold to small shops(retail) like products in offers(like beverages etc.) from stores.

Opportunities

- Students with high designation were offered high roles in Aditya Birla groups.
- Students with educational qualifications SSC,Intermediate could get employment opportunities in stores as CSAs
- Can improve their own products' quality so that they attract the customers to use their company's products

Threats

- From competitors like Wal-Mart, Spencers, Reliance,Big Bazar, etc.
- The size of the stores is less when compared to the stores of other companies
- If Hypermarkets come to small towns, then they should meet competitors by improving product quality, display etc.
- Should meet with the range of Reliance fresh F&V.

Analysis of Questionnaire

A survey was done to know the most commonly visited retail outlet for groceries, order of preference of brand, basket size and also to find out the perception of people about more and analysis of more with its competitors. This was done with the help of a questionnaire. The results of the study were as follows:

Which of the Retail Stores do you visit generally?

RESULT – People mostly visit **more** and **spencers**, whereas **reliance fresh** is the least visited store
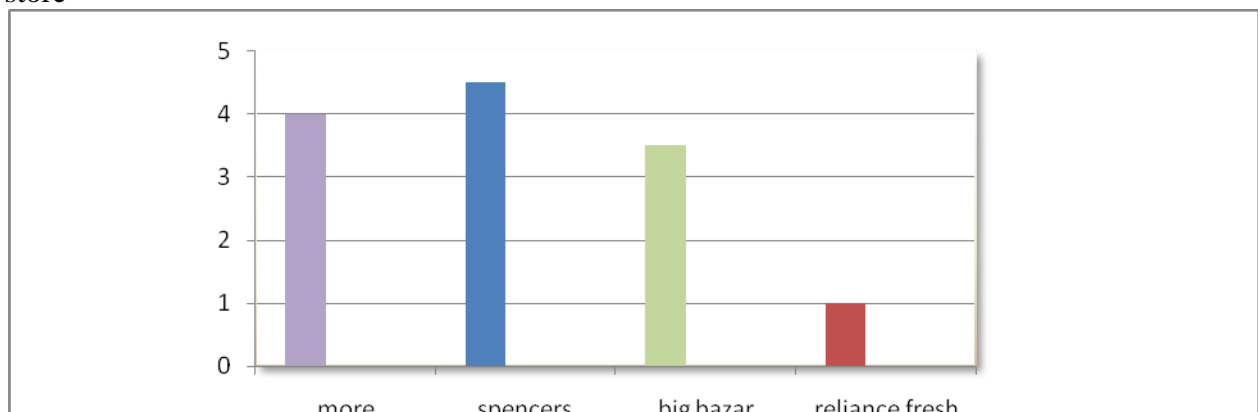
What influence your decision in selecting a Retail Outlet for purchasing?
 RESULT– This question aimed at finding out the reasons that make people visit a store. The main
reasons a customer visited a retail store were the location of the store and the range and variety of
product
available at the store.
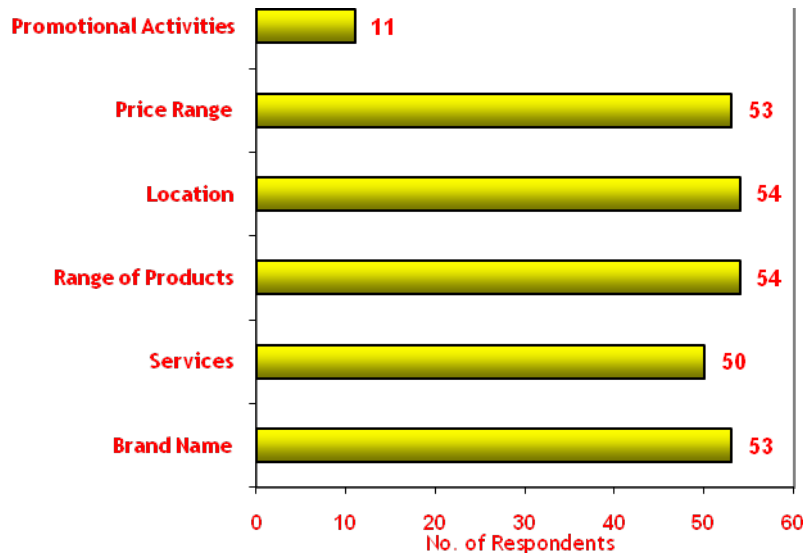
Order of preference of brands?
 RESULT – This is to find out which is the most and which the least preferred brand is
The brand, which is mostly preferred by people, is **Spencers**, followed by **more.**
Whereas **Reliance fresh** is the least preferred brand
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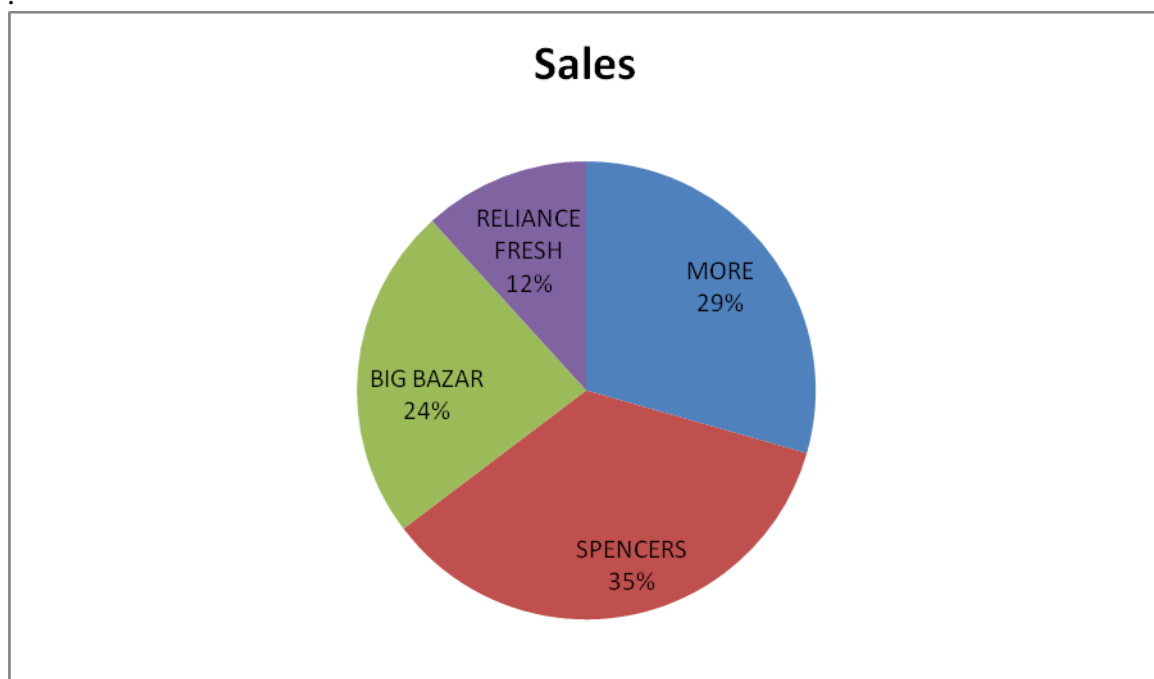
Rank the following Retail Stores on a 1 to 7 scale (1 for most preferred brand and 7 for least preferred brand)

RESULT – The respondents required to rate the Retail Brands on various parameters. The result was that 'more' and '**Big bazaar**' scored the most '**local vendors**' was rated the least on almost all the parameters

* The result of each parameter is based on the majority of response given by the respondents.

Parameters	Most Preferred Store	Least Preferred Store
Brand name	More	Chaitanya Retail
Services at the Store	More	Reliance fresh
Range of Products	Big Bazar	Reliance fresh
Quality of Products	More	Local Vendors
Price Range	Spencers	Local Vendors
Location of the Store	More	Big Bazar
Promotional Activities	Big Bazar	Reliance fresh
After Sales Services	More	Local Vendors

How often do you visit a Retail Store?

RESULT – This question is to know the frequency of visit to a retail store and most of the respondent said that they visit a retail store once in a week.29% out of 100 respondents visit a retail store one in a month.49% people visit a retail store once in a week. Whereas remaining 22% people visit a store on more than one occasion in a week.
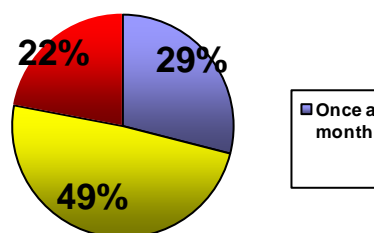
Conclusions

"more" is one of the leading organized retail sector in India of Aditya Birla group and is gaining a substantial competitive advantage over its competitors because of its effective services like on time home deliveries, exchanges, clubmore cards, sudexo coupns, festive offers, seasonal offers, effective shrinkage control, efficient staff training, staff welfare activities, reaches targets in time, regular staff briefings by store manager, store ambience, regular grading of F & V,daily updating of prices (bizerba updating), maintaining good customer relationship between store staff and customers, collecting feedback from the customers and catchment area, provides better quality of goods with reasonable prices, customer loyalty, maintaining record of daily in

operations of store, placing the products based on target market preference.

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