



A STUDY ON DEVELOPMENT IN SUPPLY CHAIN MANAGEMENT ON INDIAN PERSPECTIVE

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ABSTRACT

The success of the business in the competitive & innovative environment is based on building a strong chain in the supply and adding value to the supply. Supply-chain techniques have played a vital role in creating a competitive force for the marketability of products, by expanding the production base and market share. It will not be less than correct to mention that marketing starts with customers and also ends with customers only. So to say, customer and marketing are inseparable from each other. Customer is considered king in the market who dictates the market and makes the enterprise run. Today, what customer wants are better products, lower prices and faster supplies of goods and services. It has gained enormous importance and continues to be a buzzword in the Industry as well as in the IT & the student community. Today, people are increasingly realizing that in the intensely competitive world, one has to keep the chain lean and responsive. Deriving exponentially greater value from supply chain relationships requires developing a common vision in which companies concurrently cooperate and compete. To meet this goal, companies should formalize a supply chain alliance in which cumulative benefits exceed what an individual company could achieve on its own. This paper will discuss about growth of supply chain in India, success commands for effective & efficient SCM.

KEYWORDS: Supply chain management, Seventh sigma, Value chain, ERP & E-Business.