



A STUDY ON SUPPLY CHAIN MANAGEMENT OF SATYAM TRADERS

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ABSTRACT

The project is an extensive report on how Satyam Traders has adopted Supply chain management in their import export business. The report begins with the summary and history of Satyam Traders and introduction on supply chain management. The report also contains research to find out the effect of supply chain management in import export business and how it has helped to do business. The report also has data analysis with some graphs and interpretation of it. Research methodology has been done through data collection method in which primary data has been collected through interview method. Satyam Traders not only need to maximize its profit but also to provide good service and quality of goods so that customer satisfaction increases and which helps them to understand the various needs of the customers and build trust in their products.

KEYWORDS :Supply chain management, Import &Export Business, Trading, SATYAM Co.

INTRODUCTION

In commerce supply-chain management (SCM), the management of the flow of goods and services, involves the movement and storage of raw materials, of work-in-process inventory, and of finished goods from point of origin to point of consumption. Interconnected or interlinked networks, channels and node businesses combine in the provision of products and services required by end customers in a supply chain. Supply-chain management has been defined as the "design, planning, execution, control, and monitoring of supply-chain activities with the objective of creating net value, building a competitive infrastructure, leveraging worldwide logistics, synchronizing supply with demand and measuring performance globally." SCM practice draws heavily from the areas of industrial engineering, system engineering, operation management, logistics, procurement, information technology, and marketing and strives for an integrated approach. Marketing channels play an important role in supply-chain management. Current research in supply-chain management is concerned with topics related to sustainability and risk management, among others. Some suggest that the "people dimension" of SCM, ethical issues, internal



integration, transparency/visibility, and human capital/talent management are topics that have, so far, been underrepresented on the research agenda.

Supply-chain management is a cross-functional approach that includes managing the movement of raw materials into an organization, certain aspects of the internal processing of materials into finished goods, and the movement of finished goods out of the organization and toward the end consumer. As organizations strive to focus on core competencies and become more flexible, they reduce their ownership of raw materials sources and distribution channels. These functions are increasingly being outsourced to other firms that can perform the activities better or more cost effectively. The effect is to increase the number of organizations involved in satisfying customer demand, while reducing managerial control of daily logistics operations. Less control and more supply-chain partners lead to the creation of the concept of supply-chain management. The purpose of supply-chain management is to improve trust and collaboration among supply-chain partners thus improving inventory visibility and the velocity of inventory movement.

LITERATURE REVIEW

Mahour Mellat Parast (2013) This paper aims to develop a theoretical base for supply chain quality from the learning perspective. A review of the literature in quality management, supply chain management and strategic management is conducted to develop key practices associated with quality management in a supply chain environment. The findings suggest that quality management facilitates cooperative learning and improves interorganizational learning processes. At the supply chain level, it enhances supply chain satisfaction and supply chain performance.

Damien Power(2005) The purpose of this paper is to review a sample of the literature relating to the An important emergent theme from the literature is the importance of taking a holistic view, and the systemic nature of interactions between the participants. At the same time, it is also apparent that this requirement to take such an holistic and systemic view of the supply chain acts as an impediment to more extensive implementation. This is easier said than done within a standalone organization, let alone across a diverse and dispersed group of trading partners.The scope of this review is by design limited to a cross section of the literature in this area.



I. J. Chen & A. Paulraj (2007) this strategic viewpoint has created the challenge of coordinating effectively the entire supply chain, from upstream to downstream activities. While supply chains have existed ever since businesses have been organized to bring products and services to customers, the notion of their competitive advantage, and consequently supply chain management (SCM), is a relatively recent thinking in management literature. Thus, the purpose of this study is to develop a research framework that improves understanding of SCM and stimulates and facilitates researchers to undertake both theoretical and empirical investigation on the critical constructs of SCM, and the exploration of their impacts on supply chain performance.

David Swanson, Lakshmi Goel ,Kristoffer Francisco & James Stock (2017)This paper aims to review logistics and supply chain management topics where theories have been applied to better understand the supply chain management (SCM) discipline identity. The purpose is threefold: to identify research topics in logistics and supply chain management where one or more theories have been examined; provide commentary on the theories that have been applied to the various logistics and SCM research topics; and to provide reference material and direction for future research This method exposes insights such as: how topics have evolved over time, which topics have lost prominence, which topics may be particularly promising for future research and how topics are treated in the literature.

Stefan Gold(2014);there is an ongoing and controversial debate about the current state of maturity of supply chain management (SCM) as research discipline and its future development. Openness to theory of other fields is on the one hand welcome and on the other hand denounced as arbitrariness hampering the progression of SCM. This paper aims to contribute to this debate outlining one promising framework that structures the field and provides guidance for its evolution.. Meeting these challenges requires distinguishing between hard core and protective belt.

RESEARCH OBJECTIVES AND METHODOLOGY

PROBLEM STATEMENT

“The Study of Supply Chain in the company of the Satyam Traders.”

RESEARCH OBJECTIVES

- ✓ To study the impact on supply chain in import/export business
- ✓ The impact of supply chain management to the customers.



- ✓ To identify the ease of doing import/export business with the help of supply chain management.

RESEARCH DESIGN.

In these research design, "descriptive research" is used which provides accurate description of the phenomenon. Our research strategy will be survey in which we will conduct structured interview.

SOURCE OF DATA COLLECTION

Primary data were collected with the help of structured interview and personal or telephonic interview. In this research, interview is conducted with the many companies to identify the problem and ease of doing the business. A simple interview questionnaire is created to gather relevant information and to satisfy our research objectives.

DATA COLLECTION

Satyam Traders:

1. What is the nature of your business like import or export?
 - Export-import agent and wholesaler
2. What type of product do you choose to deal in?
 - Embroidery Machine
3. Where do you import/export? (which countries)
 - North America, South America, Western Europe, Eastern Europe
4. Where is the base of your operation and location of the office?
 - Surat
5. Are your products in-house or outsource?
 - Outsource
6. Are the rules and regulation for import/export affects your business?
 - No
7. How much investment is needed for the business?
 - 5lacs - 10lacs
8. What made you go global?
 - To avail the ease of the market of clothing industry and to grow business opportunities



9. How has supply chain management helped you?
 - It has helped me to identify the lack of satisfaction and problem post delivery.
10. What was the scenario of the company before SCM?
 - The goods were delivered but the quality was not assured and we weren't able to identify the problem with the customer.

AADITYA INC

1. What is the nature of your business like import or export?
 - Manufacturer, Trading Company
2. What type of product do you choose to deal in?
 - Pigment, Disperse Dye, Solvent Dyes, Vat Dyes
3. Where do you import/export? (which countries)
 - South-East Asia, Mid East, Eastern Asia, Eastern Europe
4. Where is the base of your operation and location of the office?
 - Surat
5. Are your products in-house or outsource?
 - In-house
6. Are the rules and regulation for import/export affects your business?
 - Sometimes
7. How much investment is needed for the business?
 - 8lacs
8. What made you go global?
 - To make available our market in other parts of the country and we have R&D department which made us go global
9. How has supply chain management helped you?
 - With the use of R&D we came to a conclusion that SCM is very useful to us as we export the machines outside India so there may be problem in the manufacturing department which is now easily resolved at manufacturing stage.
10. What was the scenario of the company before SCM?
 - We were doing as such before but it has very slight impact on us.
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Jani Import Export

1. What is the nature of your business like import or export?
 - Manufacturer, wholesaler & exporter
2. What type of product do you choose to deal in?
 - All kind of fabric, LehengaCholi, Kaftans (all style), SalwarKameez, Beaded work, Woolen Fabrics, Woolen Dress, Sarees, Shervani, Kids Lehenga, Kids wear, All types of fabrics, Digital print fabrics.
3. Where do you import/export? (which countries)
 - Australia, London, France, Paris, United States, Africa, Dubai, Iran, Canada, Singapore and many more
4. Where is the base of your operation and location of the office?
 - Surat and locations- **Australia, United Kingdom, France, South Africa, Dubai and Iran**
5. Are your products in-house or outsource?
 - In-house
6. Are the rules and regulation for import/export affects your business?
 - No
7. How much investment is needed for the business?
 - 5 lacs
8. What made you go global?
 - To capture the global market of clothing and make profit and help people of foreign to easily find Indian clothes available at their own country.
9. How has supply chain management helped you?
 - Supply Chain Management was very helpful to us as we can identify what customer wants and how they feel after receiving the product.
10. What was the scenario of the company before SCM?
 - Some dissatisfied customers were there but the actual problem was not identified.

P.D. Export Import

1. What is the nature of your business like import or export?



- Export
2. What type of product do you choose to deal in?
 - Fresh Fruits, Fresh Vegetables, Raw Cotton, Vermi Compost or Organic Fertilizer
3. Where do you import/export? (which countries)
 - Mid East
4. Where is the base of your operation and location of the office?
 - Surat
5. Are your products in-house or outsource?
 - In-house
6. Are the rules and regulation for import/export affects your business?
 - Yes
7. How much investment is needed for the business?
 - 3lacs – 5lacs
8. What made you go global?
 - Providing good, healthy and organic food products to the people worldwide
9. How has supply chain management helped you?
 - Easily delivery of products with the assurance of safety & delivering quality product.
10. What was the scenario of the company before SCM?
 - Sometimes, fake or bad quality product has been delivered and so has the health and name of company fallen down

DATA ANALYSIS

Satyam Traders

They are import-export agent & wholesaler. Their product is embroidery machine and they generally deal with North America, South America, and Western & Eastern Europe. Their main office is in Surat. They outsource their product to reduce cost because for them producing in-house incur my cost.

In the interview, they mentioned that they doesn't face any problem regarding any rules and regulation as they already the import-export code and tie up with agencies. The minimum investment required in their business is 5-10 lakhs.



Aaditya Inc.

They are the manufacturers. Their products are Pigment, Disperse Dye, Solvent Dyes, and Vat Dyes. They generally deal with South-East Asia, Mid-East, and Eastern Europe. Their main office is in Surat.

They produce their products in-house. They said that sometimes some rules and regulation affect them but it has not directly affected their business. The basic investment is 8 lakhs.

Jani Import Export

They are manufacturers & exporters. Their products are all kind of fabric, LehengaCholi, Kaftans (all style), SalwarKameez, Beaded work, Woolen Fabrics, Woolen Dress, Sarees, Shervani, Kids Lehenga, Kids wear, All types of fabrics, Digital print fabrics. They generally deal with Australia, London, Paris, USA, Africa, Dubai, Iran, Canada, Singapore & many more. Their main office is in Surat and has other branches in Australia, UK, France, South Africa, and Dubai, Iran. They produce their product in-house because Surat is famous for production of clothes & industry. So it is easy for the company to make its production in its home country.

P. D. Export Import

They are into export business. The product of the company is Fresh Fruits, Fresh Vegetables, Raw Cotton, Vermi Compost or Organic Fertilizer. They deal with only Mid-East. Their main office is in Surat.

They produce the goods in-house and export them. As production of the goods is quite cheaper for the company. As their products are FMGC related so rules and regulation do affect them. They have to be very accurate while exporting such products. Basic investment for the company is 3-5 lakhs.

FINDINGS

From the research, it is found that in import export business, supply chain management plays a very important role.

- For Satyam traders, it is important for them to identify which market they want to do business. As there are certain rules and regulation which may affect the business.
- Satyam Traders can use supply chain management more effectively to gain more profit.
- As Supply Chain Management helps in identifying problems at a very primary level, it could be beneficial for the company as their products are food products.



- With the help of SCM, the company can diversify easily as it helps to the company to stay in connect with the customers of various countries.
- Import Export business of the company can be increased and need to be as in today's time it is very important that the company have satisfied and loyal customers which can be gained by the supply chain management.
- Supply chain management not also helps in understanding & identifying problems of the customers but also help to stay connect with each other(company to its customers)
- With the help of SCM, company can reduce the risk of being rejected in other market of the country as it help in identifying customer need and values with direct contact.

As the country changes so does the preference of the customers, so before entering into any business outside India it is important to study the factors which effects the business and what changes are needed to done in the product.

CONCLUSION

From the research conducted, it is understandable that to run the business successfully and to diversify it is important to study the market of that country. The factors which affect the business and what all is needed to achieve success in their market. And to study that Supply Chain Management plays a very important role. It not only helps in identifying problems but also helps in resolving problems at primary stage so that company doesn't have to bear huge losses.

From the interview conducted it is evidential that with the use of supply chain management in the company they have gained trust & satisfaction of consumer has risen to a great level. It has been proved beneficial for any import export, logistics and many companies.

Hence, from the result it is been proven that Supply Chain Management is essential for Satyam Traders. It has helped them achieve their objectives & they are running successfully.

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