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Unit IV - SCM


Programme Educational Objectives

- *Our program will create graduates who:*
- *Will be recognized as a creative and an enterprising team leader.*
- *Will be a flexible, adaptable and an ethical individual.*
- *Will have a holistic approach to problem solving in the dynamic business environment.*

Sales and Distribution Management

Course Outcomes

- CO1- Given a situation of Festival, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company.
- CO2- Given a situation of opening a new outlet, student manager will be able to draft a sales plan.
- CO3- Given a situation of Selling products / services, student manager should be able to explain Personal Selling Process.

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- CO4-Given a criteria of newly launched company, student manager should be able to design an effective Sales Compensation Plan for Sales Executive.
 - CO5-Given a criteria of distribution channel of a company, student manager should be able to outline different levels of Marketing channel used by the company.
 - CO6-Given a situation, student manager should be able to explain the process of Reverse Logistics.

Unit IV - SCM

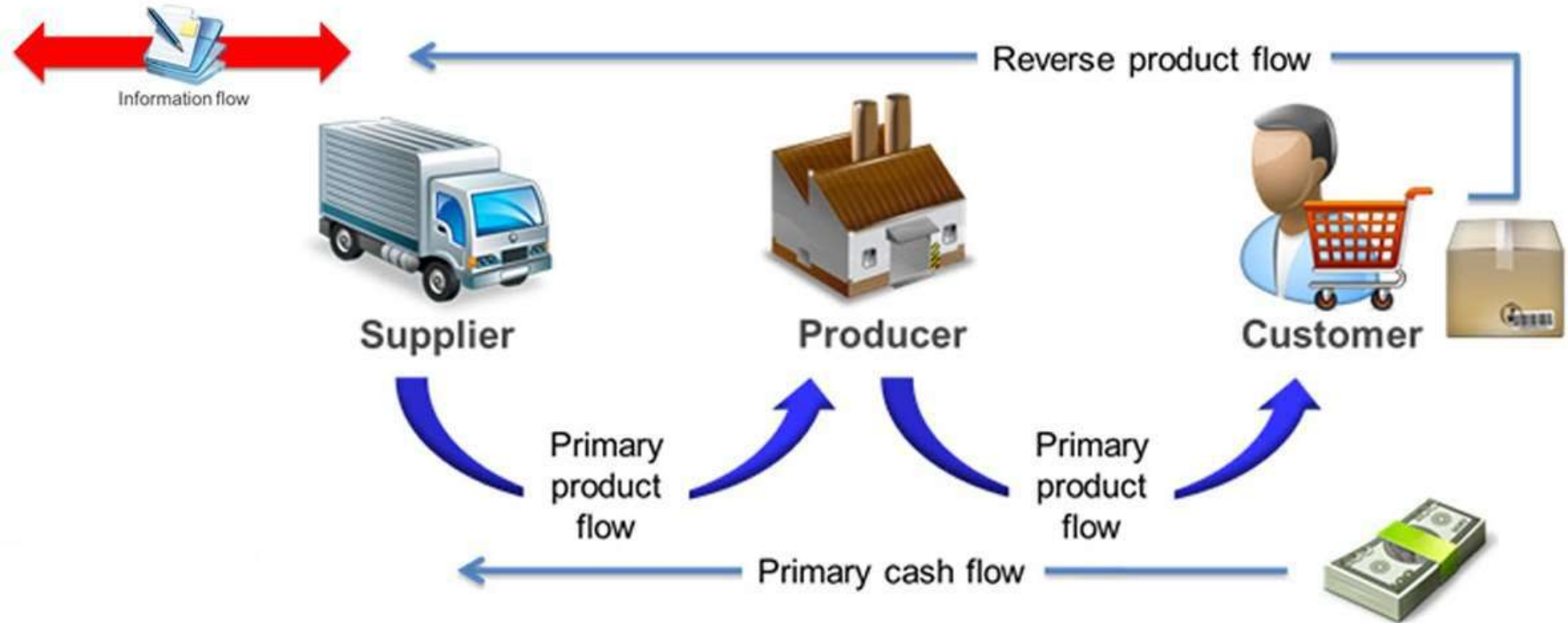
Objectives:

- To understand the concept, significance and components of **SUPPLY CHAIN MANAGEMENT**
- **Concept and process of Reverse Logistics**
- Concept and importance of Electronic intermediaries, e-enabled logistics management and tracking systems

Ref. Book by Sales & Management by Havaladar, Cavale.

SCM

- SCM is the management of a network of all business processes and activities involving procurement of raw materials, manufacturing and distribution management of Finished Goods.
- SCM is 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

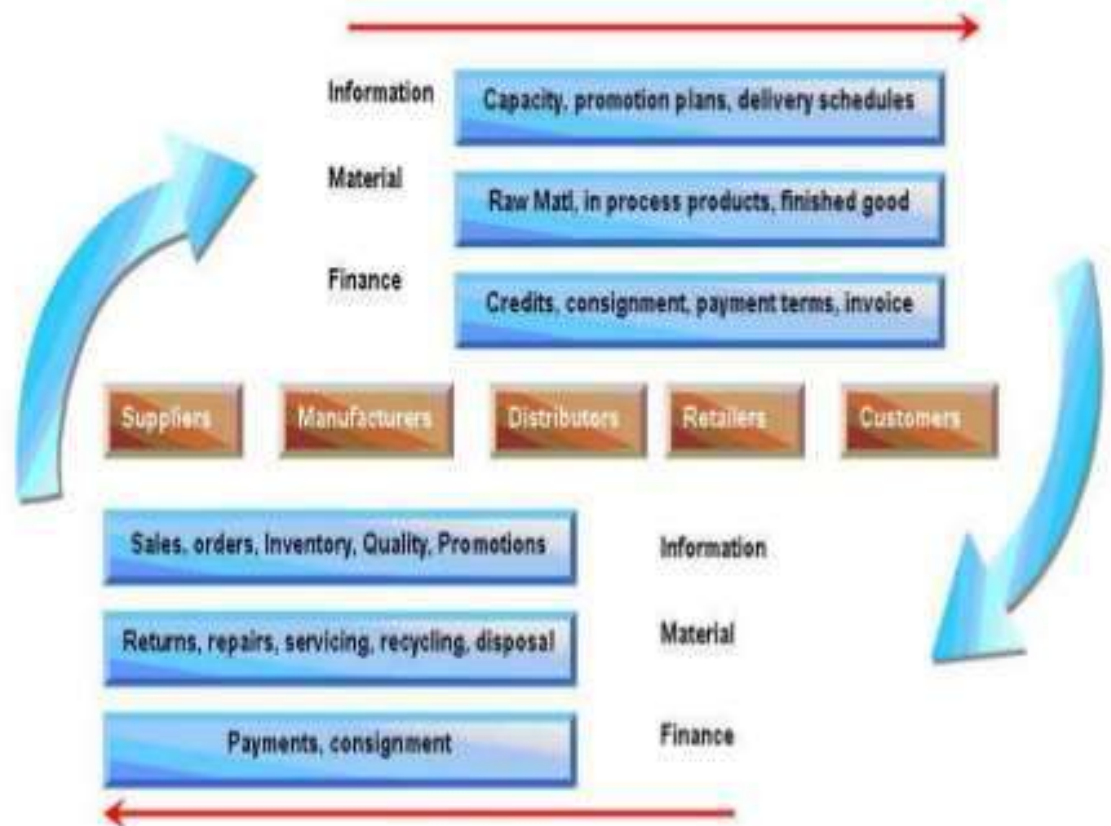


SUPPLY CHAIN MANAGEMENT FLOWS

➤ MATERIAL FLOW

➤ INFORMATION FLOW

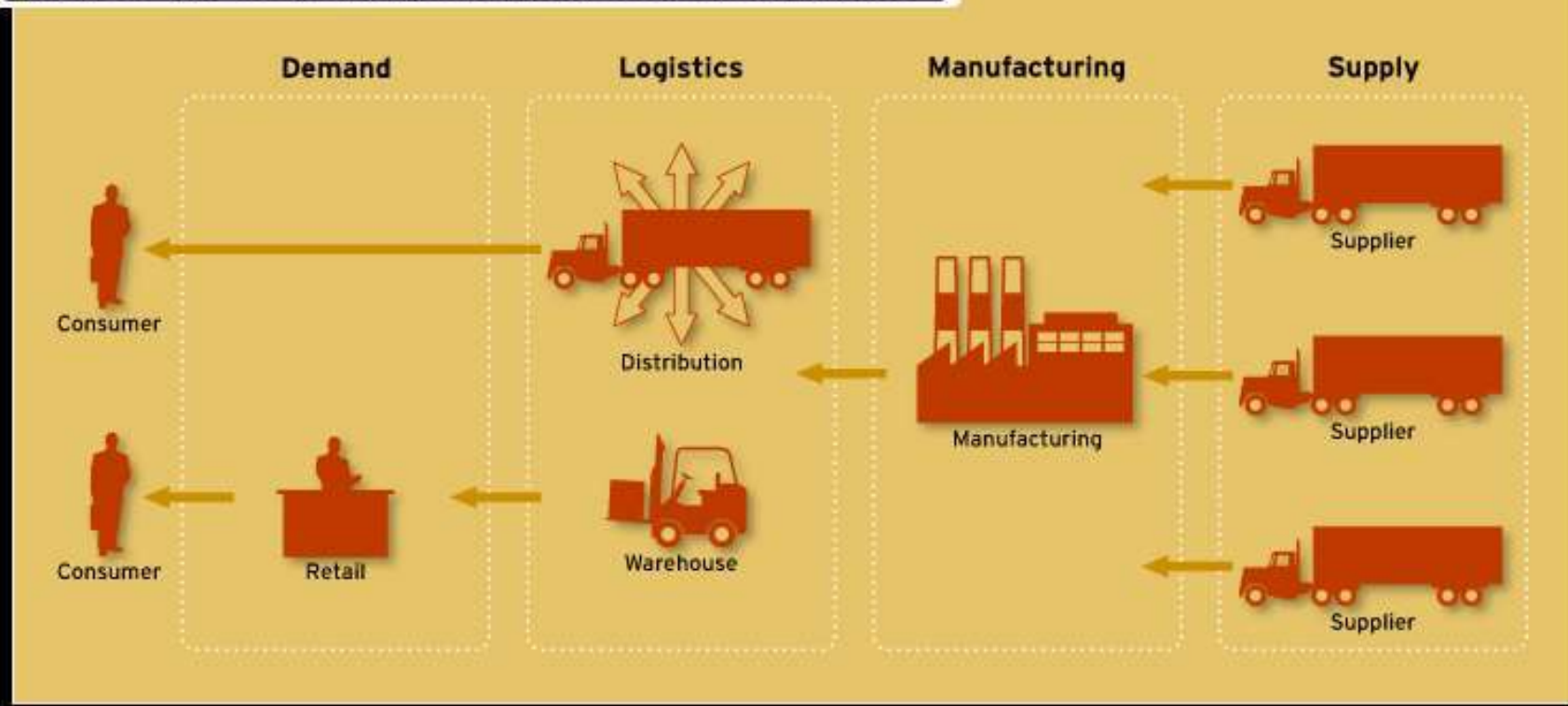
➤ CASH FLOW



Key Components of SCM

- Plan (Meeting Customer Demand)
- Develop (Source Supplier)
- Make (Manufactured – tested, packaged & scheduled for delivery)
- Delivery (Customer orders are received & Plan for delivered)
- Return (From Customers/Channels)

The Four Key Components of Supply Chain Management



Significance of SCM

- **Boost Customer Service – Right product & quality at right time, right location, right cost & right after sale support.**
- **Reduce Operating Cost – Decreases Purchasing, Production & Total supply chain Cost.**
- **Improves Financial Position – Increases Profit leverage, decreases fixed assets, increases cash flow.**

Supply chain and logistics

- Sourcing
- Procurement
- Storage of raw materials
- Production planning and scheduling
- Forward and reverse logistics

