Supply chain has gained a prominent role in increasing the firm’s performance over few years. Today’s competitive environment demands the attention of researchers to identify the ways to meet the needs of the customers. Compared to the past, today business environment is more global and more competitive, as it prefers to have short product life cycles, frequent new product developments and improvements. Not just that, these days because of the upsurge in the information technology customers are well informed, have high knowledge and with sophisticated technology. This scenario demands the organizations to prepare themselves for a timely response, by being more creative and highly competitive. For which, they should welcome changes since the first step to the last step. They should adopt flexibility in responding to the demand of the market and customers.

It is simple to undervalue the complexity of global supply chains. In global markets, yet the growth increasing and this leads for more intensive development of new supply chain strategies and intricate network design which meet customer expectations, rising costs, and diverse competitive pressures. That increasing complexity indicates supply chain networks need to be frequently re-evaluated. In fact, a world class supply chain network is necessary for product to consistently flow from the point of manufacture to the end user, regardless of the industry served. A well-structured supply chain network can considerably get better margins, support development into new markets, improve the customer experience, and reduce operating costs.