PREFACE

Today’s competitive pressures compel companies to continually seek new ways of doing business supply chain management is one such area which can provide the companies with an effective tool to build an advantage over their competitors. Competitive advantage no longer resides with the company’s own capabilities, but with the relationships that the firm can forge with their external partners-the customers, the suppliers and other service providers, forming a network called the supply chain. Supply chain acts as bridge between the supply and demand.

If the supply chain is not managed properly, then the delivery gets affected, resulting in customer dissatisfaction and hence loss of business. Driver by customer demands for fast, efficient service and the need to reduce inventory and logistics cost, companies have discovered that their ability to manage effectively the entire supply chain, from raw materials to delivery of the finished goods to the customer, is a major source of competitive advantage.

Companies are looking out for emerging technologies to collect information along the supply chain for timely decision making. This overall integrated management of supply chain increases the competitiveness of the firm. Effective supply chain performance measurement and management is key to achieving supply chain excellence. Yet measuring performance effectively remains a major challenge for most companies. We can not manage what we cannot measure and supply chain is one of the most important functions to manage. With the background, a focus was given to do research on measuring supply chain performance in selected Fast Moving Consumer Goods (FMCG) and discrete manufacturing industries. The reason for selecting these two segments are: i) these segments are playing a vital role in the economy development of our country and ii) different and growing segments. This
thesis comprising of 6 main chapters in it. First chapter mainly deals with the background of the study, the problem, justification for the study and research objectives.

The second chapter includes supply chain management (SCM) overview, the various connotations of SCM, the objectives of a supply chain, analysis of supply chain management (SCM), identifying the appropriate supply chain strategy, supply chain design challenges and process, supply chain performance drivers and obstacles, supply chain performance measurements and Indian scenario. The chapter concludes with SCM for competitive Advantage.

The third major chapter deals with need for the study, the problem statement, research objectives, scope of the study, the research framework, the research methodology, selection criterion, reliability and validity of the instrument, method of analysis and assumptions of the research study. The chapter concludes with limitations of the study.

The fourth chapter includes introduction, sequence of analysis, analysis and interpretation of descriptive statistics, T-test statistics, F-test (Anova), Correlation and Regression analysis and Factor analysis.

The fifth chapter includes introduction, conclusions, best practices in supply chain management (SCM), comparison of major findings with literature and direction for future research. For the sake of clarity, the chapter has been divided into section-I deal with the conclusions and recommendations and section-II deals with the directions for future research.

Chapter 6 deals with the references. References include text books, research journals and articles and materials from websites.

C. SENGOTTUVELU