ABSTRACT

The small scale manufacturing units has lately come into the limelight, with increased focus from several government institutions, corporate bodies and banks, and is viewed as agents of growth. Apart from the policy focus and government’s thrust towards promoting this segment, globalisation and India’s robust economic growth has opened several latent business opportunities for this segment.

The major challenges in front of small scale manufacturing units are to develop proper distribution channels, spend major portion of profit for marketing, to cope severe international competition, to have a proper balance between quality and price, develop brand loyalty, transport goods to the market with required specification and to promote product through new innovative ideas. These are the fields where small scale manufacturing units has to work with top priority.

Globalisation has accelerated the application of supply chain management as a mechanism to enhance corporate performance. However, there is a serious lack of structured supply chain management activity in small scale manufacturing units. A sincere attempt to fulfil this shortcoming is made by the researcher to undertake this exercise.

This thesis investigates the application and implications of supply chain management as a modern management in regulating purchasing, logistic and outsourcing activities within the Small Scale Manufacturing Units.