

Project Dissertation

**Supply Chain Difference in the selected Meat
industry Firms of India**

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2K14/MBA/03

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Certificate from the Institute

This is to certify that the Project Report titled **Supply Chain Difference in the selected Meat industry Firms of India**, is a bonafide work carried out by *Mr. Abhishek Chhilwar* of MBA 2014-16 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

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Declaration

I, Abhishek Chhilwar, student of MBA 2014-16 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Final dissertation Report on **Supply Chain Difference in the selected Meat industry Firms of India** submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Abhishek Chhilwar

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Acknowledgement

I strongly believe in two things, Knowledge is unlimited and that there is nothing in this world that an individual does not need to know. This dissertation stems out from my curiosity to learn more about a topic that has been my fascination for almost two years now.

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Abhishek Chhilwar

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Abstract/Executive summary

Coordination in supply chain members is an essential factor for better supply chain performance. The best way to improve supply chain coordination is to implement a proper coordination mechanism. The primary objective of this research is to study the performance of a multi-level supply chain used in two Food and Beverage Company in different domains. The coordination mechanisms used in this study are Product Delivery, price discount and information sharing. Initially, a three level supply chain consisting of a supplier, a manufacturer and a retailer has been used to study the combined effect of price discount. This study showed that implementation of offline mechanisms improves the performance of the supply chain as compared to Online.

In the First level we study the difference between the supply Chain of an online model and one of the offline models. On the financial comparison we will derive the effective cost of a single order. In the second level we will find out the feasibility of multiple hub models and find out the possible location for hub.

In the third level we will try to find out if offline channel of sale is more fruitful than online channel or not.

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