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## INTRODUCTION OF SCM

SCM plays a vital role in the company's operations as it entails predicting, fulfilling, and communicating end-user requests to the supplier. Procurement personnel are also given the opportunity to implement to the success. SCM aims to provide the end-user and the whole supply chain network. For supply chain management to be successful, organization-wide and inter-participant activities must be coordinated.

The supply chain encompasses several different functional areas within the company.

These include SCM duties such as inventory control, warehousing, and inbound and outbound transportation. Procurement, SM, and sourcing are further components of the SC. Order processing, customer service, production planning, scheduling, and forecasting are all part of the process. supplier chain managers are critical to cost management because they can track and influence the whole cost base throughout the organization and supplier chain. one of the most essential functional departments of the corporation in charge of Britannia Industry's supply chain activities.

SCM is the process of managing the shipment of commodities from start point to end point. It also includes stockpiles, fully furnished goods, and the transportation and storage of raw materials used in projects.

The basic purpose of SCM is to monitor and link products and services during manufacture, distribution, and shipment. Businesses with good and stringent control over internal manufacturing, distribution, sales, and inventories may be able to achieve this.

## SCM – GOALS

Every business aims to use resources as efficiently as possible while quickly balancing supply and demand. The following are some of SCM key points:

- Supply chain partners collaborate on various levels to increase resource productivity, develop standard processes, avoid duplication of effort, and minimize inventory levels.
- Supply chain expenses must be maintained to a minimum, especially when firms are looking to save money and the economy is unpredictable.
- While low-cost and efficient goods are crucial, SC managers should prioritize providing value to their clients.
- To meet consumer demand, merchants must employ circulated order management systems to fulfill orders most efficiently and effectively in the supply chain and treat inventory as a shared resource.

## INTRODUCTION OF DISTRIBUTION CHANNEL

Delivery of products from one place to another is known as distribution. There are three conceivable scenarios: Manufacturer to supplier, supplier to distributor, and distributor to end consumer. It is termed as a chain of intermediates, each of them who transfers the product to the next firm until it reaches the client or final user. This technique is called as the "channel" or the "distribution chain." The producer must address both the needs of the critical end-user and the specific requirements of each component in these chains.

Global supply chain management has grown in importance in recent decades as a result of the highly competitive global business environment. According to Christopher et al. (2006), supply chain strategy has an influence on competitive performance. As supply chains have become increasingly globalized, international competition in local marketplaces has increased. To decrease the extent of procurement risks or concerns, firms must make timely and educated strategic and operational decisions about the acquisition of products and services on a global scale. When procurement companies recognize supply challenges, they form networks of links with their big suppliers.

They also highlighted the fact that "supply chain members are coordinated by sharing their information in order to mitigate quality risks." This consequence fosters global supply chain convergence. In recent years, researchers and practitioners have focused a lot of their attention on SCM. Effective SCM reduces the overall amount of resources necessary to provide a given sector with the required level of customer care, maximizing benefits while minimizing costs along the supply chain. After that, It will enhance customer service by boosting product availability and reducing order cycle times. Participate in knowledge sharing and structural collaboration with downstream supply chain partners. As a result, participating organizations get a thorough understanding of the core of SCM via effective implementation in the dynamic global business environment, where risks abound and have a significant impact on business management decision making.

### Cognizance Distribution Channels

A distribution channel is the way that all Commodities must travel in order to reach their intended audience. On the other side, it describes how funds are moved from the ultimate client to the originating provider. Distribution routes can be either short or long, depending on how many intermediaries are needed to provide an item or service.

Customers are occasionally served using a combination of short and lengthy routes. When a consumer has a larger assortment of products, sales may grow. However, it might result in a complicated structure, making distribution management problematic at times. Longer distribution channels may also lead to reduced profitability, as each middleman may charge a manufacturer less for their services.

## Channels

There are two different sorts of channels: direct and indirect. While customers can buy directly from producers, they can also get items from wholesalers or merchants via an indirect channel. For items sold in traditional brick-and-mortar stores, indirect channels are widespread.

The price of a commodity tends to grow as the number of middlemen in the distribution network rises. On the other hand, if clients are purchasing directly from the producer, a direct or short path may result in lower rates for them.

## COMPANY PROFILE



With a century-long history and yearly sales above Rs. 7500 Cr, Britannia Industries is one of India's top food firms. One of the most reputable food brands is Britannia, which also produces well-known Indian food brands as Marie Gold, Good Day, Tiger, Nurtichoice, and Milk Bikis. Indians have grown familiar with the Britannia brand for many generations. Biscuits, bread, cakes, rusk, and dairy items including cheese, drinks, milk, and yogurt are all part of Britannia's product line. More than 50% of Indian families have access to Britannia goods, which are sold at more than 35 lakh retail locations nationwide.

Britannia Bread is the largest brand in the organized bread sector, with an annual turnover of 1.1 lakh tons and a value of Rs. 383 crore. Every day, the firm distributes around one million loaves in over 73 Indian towns and villages through 13 factories and 5 franchisees.

### **Business**

The company's main business is making and selling bread, cakes, rusks, biscuits, and dairy items.

### **Biscuits**

The capacity of the company's factories is 4,33,000 tons per year. Britannia's biscuits are available under a variety of brand names, including various varieties of biscuits(salty and sweet etc).

### **Dairy Products**

Nearly ten percent of Britannia's income comes from dairy products. The corporation transfers dairy commodities from one company to another in addition to marketing dairy goods to the general public.

Britannia and Fonterra Co-operative Group of New Zealand, an integrated dairy company that manages the entire value chain from milk purchase to the production of add-on products such as cheese and buttermilk, created a joint venture on October Twentyseventh, 2001. Britannia plans to promote their products in India will be procured from New Zealand. Britannia will be able to distribute technologies thanks to the collaboration they do. They both own 49% each, of this collaboration, with a other strategic investor owning the other 2%. Furthermore, Britannia has focused that its dairy division, that most likely includes Dynamix, would transferred to this collaboration.

### **MISSION**

"To improve the financial health of our members and customers by satisfying their evolving borrowing, investment and housing needs."



## LITERATURE REVIEW

### 1. Michael E. Porter

- **Key measures** : Porter's work on value chains and competitive strategy has had a big impact on supply chain management, even if it isn't only focused on SCM.
- **Competitive Advantage : Creating and Sustaining Superior Performance**
- **“What is Strategy?”**:  
Tells how crucial strategy is setting a business apart to execute the demand, which has consequences of SCM.

### 2. Gary L. Frazier

- **Key measures** : The management and effectiveness of marketing channels, especially with regard to relationship dynamics and governance, are the main topics of Frazier's study.
- **“Organizing and Managing Channels of Distribution” (1999)** :  
Explains how channels are managed and organized, including conflict resolution and coordination techniques.

### 3. Erin Anderson

- **Key measures** : The main focus of Anderson's work is channel connections, such as strategic alliances and vertical integration.
- **“The Use of Pledges to Build and Sustain Commitment in Distribution Channels” (1992)** :  
This study looks at how channel members' connections may be strengthened through promises and pledges.

### 4. Hau L. Lee

- **Key measures** : The bullwhip effect, supply chain strategy, and supply chain dynamics are all topics covered in Lee's study.
- **“The Triple-A Supply Chain” (2004)** :  
This essay, which was published in Harvard Business Review, presents the ideas of supply chain alignment, agility, and adaptation.

### 5. Yossi Sheffi

- **Key measures** : Sheffi is well-known for his contributions to risk management and supply chain resilience.
- **“The Resilient Enterprise : Overcoming Vulnerability for Competitive Advantage” (2005)** : Explains methods for enhancing supply chains' ability to withstand interruptions.
- **“The Power of Resilience : How the Best Companies Manage the Unexpected” (2015)** : Investigates how businesses may make their supply lines more resilient to unforeseen difficulties.

6. **John T. Mentzer**

- **Key measures :** Mentzer's study covers SC integration, collaboration, and supply chain management as a strategic function.
- **“Defining Supply Chain Management” (2001) :**  
A landmark article defining SCM and outlining its significance was published in the Journal of Business Logistics.
- **“Supply Chain Management” (2004) :**  
Edited volume that brings together different viewpoints and SCM research.

7. **David Simchi-Levi**

- **Key measures :** Simchi-Levi's expertise includes SC network architecture, optimization, and risk management.
- **“Designing and Managing the Supply Chain” (2008) :**  
This book, which was co-authored by Philip Kaminsky and Edith Simchi-Levi, presents ideas and approaches for efficient supply chain management and design.
- **“Operations Rules : Delivering Customer Value through Flexible Operations” (2010):**  
Focuses on how supply chain performance may be improved through operational flexibility.

8. **Sunil Chopra and Peter Meindl**

- **Key measures :** With an emphasis on striking a balance between responsiveness and efficiency, Chopra and Meindl have conducted in-depth study on supply chain strategy, planning, and operations.
- **“Supply Chain Management : Strategy, Planning, and Operation” (2015) :**  
From strategy development to execution and performance evaluation, this textbook covers every facet of supply chain management.

9. **Martin Chirstopher**

- **Key measures :** He is well known for his contributions to supply chain management and logistics, with an emphasis on resilience and agility.
- **“Logistics and Supply Chain Management” (2016) :**  
This book highlights how crucial it is to combine supply chain management and logistics in order to get a competitive edge.
- **“Creating Resilient Supply Chains : A Practical Guide” (2010) :**  
Explains methods for creating supply chains that are robust to shocks.

## RESEARCH METHODOLOGY

Research is the study of performing research. The two syllables "Re" and "Search" make up the word "research." "Search" means "to examine closely and carefully" or "to test and try," while "Re" is a prefix that means "again, over again, or a new." When combined, they create a thorough, methodical, patient research and inquiry in a particular field of expertise that is done to set guidelines or rules.

Research may also be described as:

- Knowledge acquisition
- Methodical, scientific search for pertinent solutions on any chosen topic.
- A scientific investigation of a topic.
- The process of research involves moving from the unknown to the known.
- It is a journey of exploration. According to Bulmer, the main goal of research is to provide systematic, trustworthy, and legitimate information about the social environment.

Clifford Woody claims that research consists of:

- Problems are defined and redefined.
- Developing a hypothesis (the fundamental concept)
- Gathering
- Organizing
- Assessing evidence
- Coming to judgments
- Proposing remedies
- Drawing findings

Marketing is a critical component of every business organization's success. Good marketing managers are fair and have the ability to make judgments based on their instincts. To put it another way, these people have worked hard to learn about their business, their product offering, their rivals, their consumers, and, most crucially, to utilize marketing communication to sell a product effectively.

The torch bear, who will ultimately make the choice on whether the product succeeds or fails, is far apart from most marketers. However, in order to make wise marketing decisions, these managers need to be well-informed about their market, customers, and competitors. This is where the idea of marketing research centres comes in, offering data to help in decision-making.

Ultimately, for those who make marketing decisions, marketing research is a collection of methods and techniques that offer pertinent data to help analysis and decision-making on the development and administration of marketing communications.

Let's quickly review the definitions of research and market research before moving on to the definition of marketing research. In its most basic form, research is the act of gathering, recording, and evaluating crucial information related to any issue or query. This means that the existence of an issue, inquiry, or query indicates that study has to be done.

For years, the Indian industry has protected itself from competition by relying on entrance barriers. During this time, political favouritism was more important to the company's growth than operational

However, as the Indian economy has been more interwoven into the global economy, customers have become more sophisticated, demanding, and aware. The growth of e-commerce and the ease of trade, marketing organizations must go above and beyond to engage with customers.

#### Research Approaches-

There are two primary methods for doing research: the quantitative method and the qualitative method. The quantitative method entails gathering quantitative data and subjecting it to rigorous, formal, and rigorous quantitative analysis. Additionally, this method incorporates modeling, inferential, and experimental research methods. The qualitative technique, on the other hand, employs the subjective evaluation of beliefs, actions, and attitudes. In such a scenario, the researcher's perceptions and insights inform the investigation. The findings produced by this kind of study are either not quantitative in nature or cannot be subjected to a thorough quantitative examination. This method often makes use of projective methodologies, focus groups, and in-depth interviews.

#### 4.1 Scope of Study:

The research for this report is Delhi city.

#### 4.2 Sample Categorize:-

The Collection size is based on fifty response.

#### 4.3 Sample Techniques:-

This strategy is employed in the random method.

#### 4.4 RESEARCH STUDY

Descriptive research: There are several situations in which descriptive studies are conducted. When a certain group's characteristics, such as age, sex, educational attainment, employment, or income, are of interest to the researcher.

#### 4.5 DATA COLLECTION

Data collection is a critical aspect of research. Even with the most rigorous research plan, you will be unable to complete your assignment unless you can acquire the necessary data. Data collection is a demanding process that takes careful planning, hard work, comprehension, perseverance, and other skills to be done properly. The first stage in data collection is to determine what type of data is necessary. Then, a sample is drawn from a certain part of the population.

1. Internal Resources
2. Outside Resources

The basic resources used in research are facts and figures. These sources offer useful information on sales by product territory and customers, and research always begins with internal data. The internal source is often tapped first in the preliminary or explanatory phase of study. The external source of data is all other sources of information.

The district of Delhi served as the sample area. During the study project, about 60 respondents were surveyed. There were fifty consumers, five dealers and merchants, and two stockiest. The questionnaire approach was used.

An other method of categorizing the information's source is

1. Primary information
2. Secondary information

To collect primary, secondary, or both types of data, a study strategy was adhered to.

#### **4.5.1 Primary Data-**

The word "primary data" refers to information that collected personally. This information that has never been collected before, either in a certain survey or within a specified time period. This type of data generally acquire when they are unable to find it from other mediums. To fit the demands of your research questions, you can change your data collection and questionnaires.

This may be a very expensive undertaking, and if it's connected to a college or other institution, permission and permissions are needed to gather this kind of data. Consent and confidentiality are very important issues.

#### **4.5.2 Secondary Data-**

Secondary data could be more suitable for your research if gathering your own data would take too much time or effort, or if the data collection has already been completed.

Usually, this kind of information originates from other research projects carried out by different companies or institutions. Secondary data has no less validity, but you should be aware of the methods used to gather it.

Many free services are accessible online, and your present position as a BYU student entitles you to many more.

### **NEED FOR THE STUDY**

- Analyze competition
- Assess channel partners
- Develop supplier connections
- Optimize inventory levels

### **GOALS OF THE STUDY**

- Understanding Britannia's distribution methods and marketing strategies.
- Exploring how greater product availability might improve customer service.
- Understand product pricing methods.
- Understand how Britannia Company improves customer, product, and service management efficiency.
- Compare the supply chains of traditional marketplaces with supermarkets.

### **Hypotheses of Study**

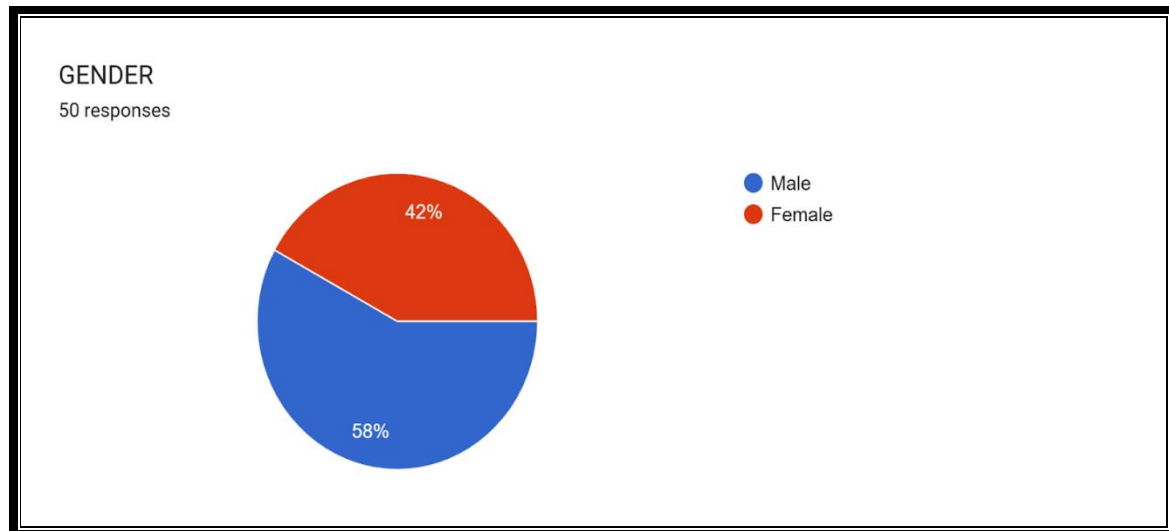
H0: Britannia Company is not dependent on distribution networks or SCM.

H1: Britannia Industry relies heavily on distribution networks and SCM.

### **Limitations of the study**

1. The Survey size is much less than the population size.
2. The survey is exclusively performed in Delhi.

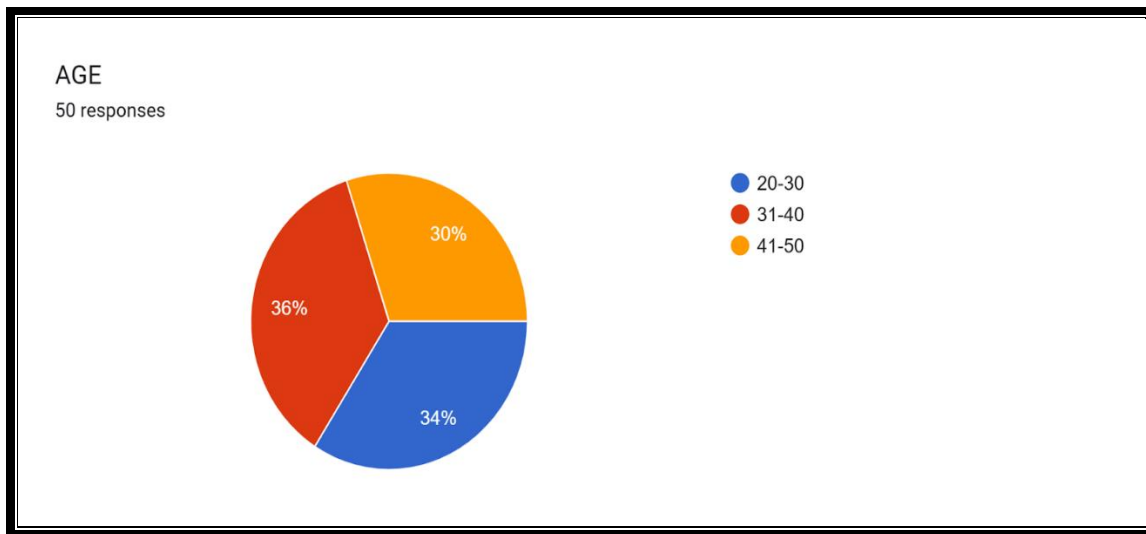
## DATA ANALYSIS



Gender	No. Count
He	29
She	21
Total	50

## **OBSERVATION**

Britannia's 50 valued consumers include 29 men and 21 women. They use Britannia Industry Products on a daily basis and are extremely happy with the product pricing and services provided by Britannia.

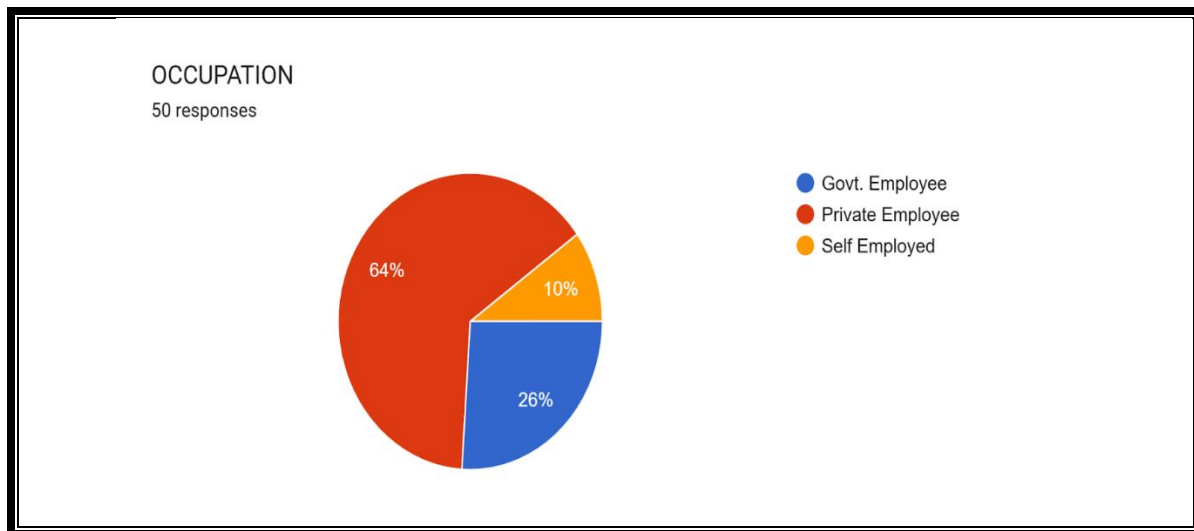


Age	No. Count
20-30	17
31-40	18
41-50	15
Total	50

### OBSERVATION

Out of 50 valuable clients, 30% are 41-50 years old, 36% are 31-40 years old, and 34% are between the ages of 20-30.





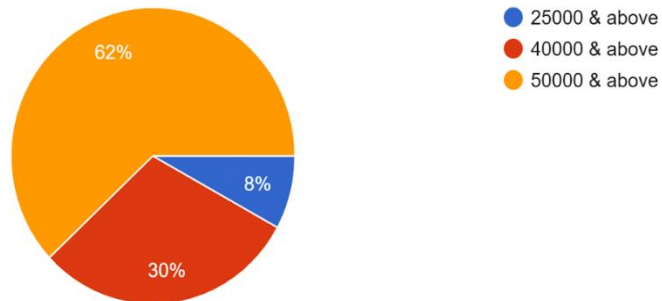
Occupation	No. Count
Government Employees	13
Private Employees	32
Self Employed	5
Total	50

### OBSERVATION

Out of 50 important clients, 10% are self-employed, 64% are privately employed, and 26% are from government departments.

**MONTHLY INCOME**

50 responses



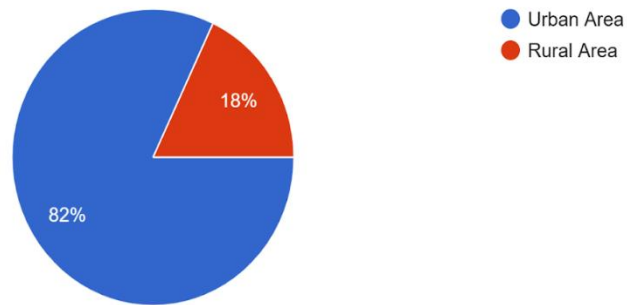
Monthly Income	No. Count
25000 and above	4
40000 and above	15
50000 and above	31
Total	50

**OBSERVATION**

From 50 customers. 62% of consumers have an monthly income of 50,000 or more; 30% have an average monthly income of 40,000 or more; and 8% have an average monthly income of 25,000.

Are U from Urban area or Rural area?

50 responses



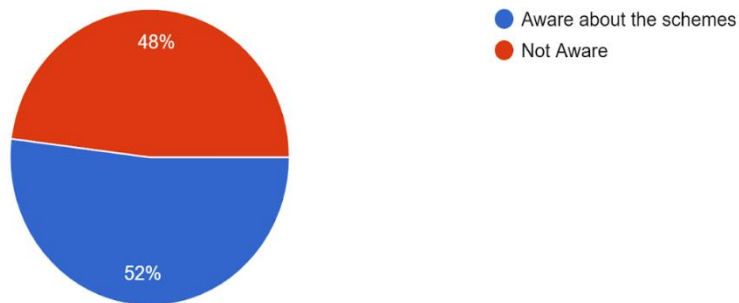
Area	No. Count
Urban area	41
Rural area	9
Total	50

### OBSERVATION

From 50 clients, 82% are from metropolitan areas, while 18% are from rural areas.

Are you aware of the promotions activities launch by the Britannia Industry Schemes?

50 responses



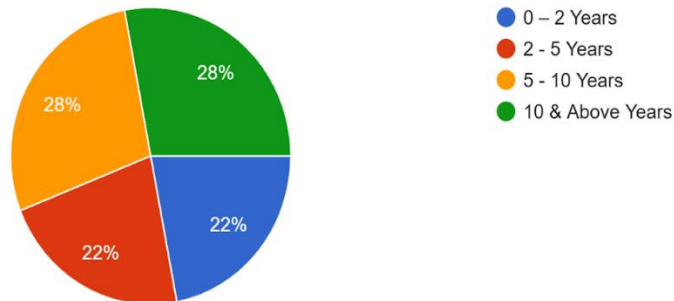
Scheme Awareness	No. Count
Aware	26
Not Aware	24
Total	50

## OBSERVATION

From 50 customers. 52% of customers are aware of Industry initiatives' promotional initiatives. However, 48% of customers are not aware of this.

How long you are working in the organization?

50 responses



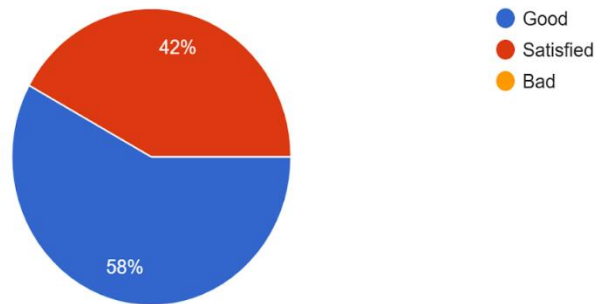
Years	No. Count
Zero- Two years	11
Two-Five years	11
Five- Ten years	14
Above Ten years	14
Total Sum	50

### OBSERVATION

According to the figure, 28% of employees have worked for above ten years. Even the number of workers working between 5-10 years is 28%. This implies that employees are satisfied, and their respondents were questioned, and it was discovered that employees are aware that they have been with their firm for more than ten years and that they are generally content.

### Are you comfortable with the Supply Chain Process in Britannia?

50 responses



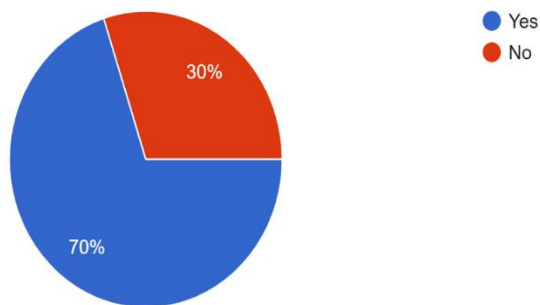
Feedback	No. Count
Good	29
Satisfied	21
Bad	0
Total	50

### OBSERVATION

58% of employees say the environment is very excellent, and they say the Supply Chain Process is extremely seamless. 42% report a satisfactory work environment.

Do you know who your critical suppliers are what exposures they face for at least one product line?

50 responses



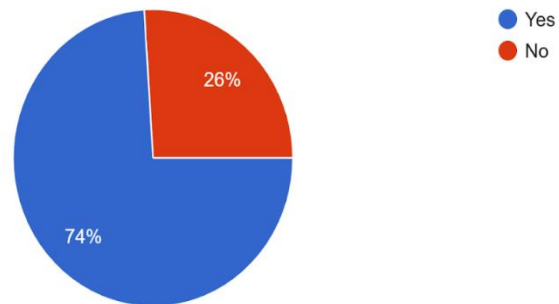
Particulars	No. Count
Yes	35
No	15
Total	50

### OBSERVATION

According to the graph above, 70% of essential suppliers are exposures and one product line, whereas 30% of noncritical suppliers are exposures and one product line.

Are supplier exposures integrated in the decision to select a supplier?

50 responses



Decision	No. Count
Yes	37
No	13
Total	50

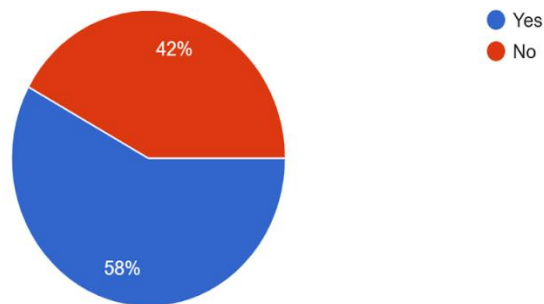
### OBSERVATION

The graph above shows that 74% of supplier exposures are yes, whereas 26% are not.



Have you developed supply chain risk mitigation strategy?

50 responses



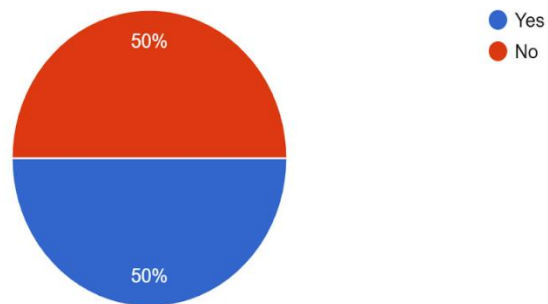
Strategy	No. Count
Yes	29
No	21
Total	50

### OBSERVATION

The graph above shows that 58% have created a supply chain strategy, whereas 42% have not.

Are your critical suppliers willing to partner or are partnered with you to mitigate the risk?

50 responses



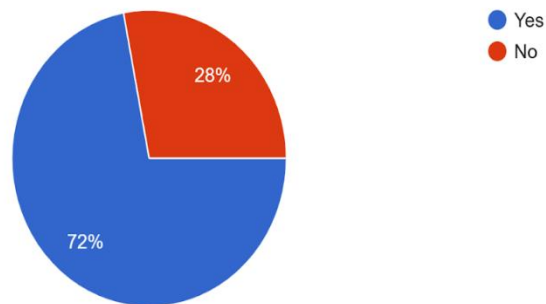
Particulars	No. Count
Yes	25
No	25
Total	50

### OBSERVATION

According to the graph above, 50% are willing to collaborate with risk, while 50% are willing to partner.

Do you have other strategies to deal with suppliers who are not willing to partner with you?

50 responses



Particulars	No. Count
Yes	36
No	14
Total	50

### OBSERVATION

The graph above clearly shows that 72% of other strategies engage with suppliers, whereas 28% do not.

## FINDINGS

Britannia has 29 male and 21 female consumers. They use Britannia Industry Products on a daily basis and are quite delighted with the product.

- From 50 clients, 30% are 41-50, 36% are 31-40, and 34% are 20-30.

- Of 50 valued clients, 10% are self-employed, 64% are private employers, and 26% are from government departments.

- Out of 50 valued clients. 62% of consumers have a monthly income of 50,000 or more, 30% have a monthly income of 40 thousand or more, and 8% have an a monthly income of 25 thousand or more.

- From 50 clients. 82% of clients are urban, while 18% are rural.

- Out of 50 valued clients. 52% of customers are aware of Britannia Industry initiatives' promotional initiatives. However, 48% of customers are not aware of this.

- According to the data, 28% of employees have worked for over ten years. Even the number of workers working between 5 and 10 years is 28%. This implies that employees are satisfied, and their respondents were questioned, and it was discovered that employees are aware that they have been with their firm for more than ten years and that they are generally content.

- 58% of employees report a positive work environment, with a seamless supply chain process. 42% report a satisfactory work environment.

- More than 58% of new supply chain process implementations require mutual understanding between business management and branch heads. Top management directs 26% of implementation, while branch managers oversee the remaining 16%.

- The graph shows that 70% of important suppliers are exposed to a single product line, whereas 30% are not.

- The graph shows that 74% of suppliers consider their risk while making supplier selection decisions, whereas 26% do not.

The graph shows that 58% of respondents created a supply chain strategy, whereas 42% did not.

- The graph shows that 50% are willing to take risks while partnering, whereas 50% are willing to collaborate.

- The graph above clearly shows that 72% of other strategies engage with suppliers, whereas 28% do not.

## CONCLUSION

SCM is an intriguing and vital field of study. By establishing an effective supply chain, specialist organizations may save the world's biggest businesses a significant amount of money, time, and effort. In the future time you see a changes in product, you'll understand that its exceptional quality and value for money are the result of Job/Batch Manufacturing, just-in-time processes, and Quality management.

Customer purchasing habits, the nature of the market, product, intermediaries, and the firm itself should all be considered when selecting a distribution channel. To pick a channel of distribution, corporation could consider the three 'C's.

## HYPOTHESIS TESTING

Ho: Britannia Company not dependent on distribution networks or SCM.

H1: Britannia Industry relies heavily on distribution networks and SCM.

Based on the findings of the aforesaid study, it is determined that the firm is dependent on distribution channels and supply chain management, and so the null hypothesis is rejected.