



A STUDY ON SUPPLY CHAIN MANAGEMENT FEDEX EXPRESS
TRANSPORTATION

By

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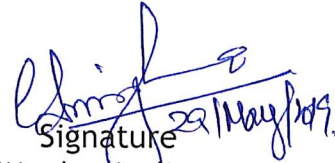
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Declaration

This is to certify that the Mr /Ms Prajyesh Kumar Yadav, a student of MBA LSCM, SAP ID 500048648 of UPES has successfully completed this dissertation report on "A STUDY ON SUPPLY CHAIN MANAGEMENT FEDEX EXPRESS TRANSPORTATION" under my supervision.

Further, to the best of my knowledge, the work is based on the investigation made, data collected and analyzed by him and it has not been submitted in any other University or Institution for award of any degree. In my opinion it is fully adequate, in scope and utility, as a dissertation towards partial fulfilment for the award of degree of MBA/BBA/B.Sc.

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Executive Summary / Abstract

Transport industry is one the fastest growing industry in India apart from the transshipment of Cargos and Data industries players require management of material, production, stocking, with quality delivery and rest components of a corporation. We have done and study on one of the biggest Corporation of this field, FedEx Corporation how this company came in existence with a small Idea and how they have developed and using a Supply chain management in order to deliver customer satisfaction, cost reduction revenue maximization. These whole operations have to face challenges like Ddistribution network, dealing with real time Information, Management the inventory to keep stock in flow and avoid and idling and Maintain the cash flow by forecasting and ensure the payments are received on time. After all these challenges FedEx has created an example worth study. In this paper We have seen FedEx achieving efficient logistics and distribution services and customer satisfaction. Although Sampling is short and there is still scope for further studies in this area.

CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION TO THE TOPIC

In 1971 Frederick W. Smith has founded Federal Express Corporation known as FedEx Corporation today. It is an American Organization and headquarter is located in Memphis, Tennessee, USA. With its global presence, FedEx is one of the big global courier delivery services today.

Along with Transportation Service to send bulk transportation across the globe the FedEx is also well equipped with single interface platform to serve customers. FedEx is using Supply Chain System and performs the following processes for each order

- Verify or validate order data
- Routing order for Pickups and Deliveries
- Communicate transport order within an organization or outsourced service provider.
- Real-Time tracking for consignments.
- Other Carriers Invoices Process
- Billing customers

FedEx's SCS is supported by a system which generates alerts to have better control over events occur outside the schedule. This Proactive monitoring of all steps required for the transportation of goods has helped the organization to develop SOPs and current existing supply chain process and it is developing continuously. FedEx SCS is a classic example of the integration of transportation and IT for efficient supply chain management resulting in maximized customer value and gaining competitive advantage in the marketplace.

Fed Ex	
Parent Company	FedEx Corporation
Category	Cargo Airline
Sector	Transportaion and Logistics
Slogan	Relax, Its FedEx: The world on Time
USP	Worlds Largets airline in terms frieght tons flown
STP	
Segment	Business that requires them to deal couriers like embassies, Stationary/Office supply store, eBay etc.
Target Group	Business/Professionals type people who want to send packages and have them arrive on the next business day
Positioning	Worlds Largest cargo air fleet
Swot Analysis	
Strengths	1. Network in more than 220 countries and more than 290,000 employees worldwide 2. Best use of technology 2. Dependable knowledge in the delivery business 3. High investment in IT systems 4. More than three decades of experience in logistics services
Weaknesses	1. More dependence on US market 2. Since this is a competitive segment, the market share growth is limited
Opportunities	1. To use cooperative strategies 2. Challenging competitors through mergers and acquisitions. 3. Local competitors with poor service & products
Threats	1. Rising fuel prices could impact company's profit. 2. Varying market demand 3. Vulnerable to increasing reach by major competitors
Competition	
Competitors	1. UPS United Parcel Service 2. TNT 3. USPS

1.2 OBJECTIVE OF THE STUDY

The objectives of the Projects are: -

- The task of role logistics system inside the practical space of FedEx.
- Recognize totally different variety of responsibilities and duties of every department
- Efficiency of supply chain management

1.3 PROBLEM STATEMENT

Due to the nature of the business, the supply chain is highly complex in transportation and logistics. The supply chain faces the following challenges:

- Network for Distribution – A network to connect multiple locations of production plants, Distribution points, warehouses, cross-docks and customers for goods and information flow.
- Information – Complex set of data including demand signals, forecasts, inventory, transportation, potential collaboration, etc which needs to be relayed in real-time basis
- Inventory Management – Basis categorization of the goods the inbound, outbound movement & storage has to be planned for maintaining transshipment quality & accurate stock mapping.

Cash-Flow: Maintain the cash flow by forecasting and ensure the payments are received on time. Manage unexpected scenario and availability of cash to deal with them within the supply chain.

1.4 LIMITATIONS OF THE STUDY

- It is very difficult to check the accuracy of the information provided.
- Since all the products and services are not widely used by all the customers it is difficult to draw realistic conclusions based on the survey.
- All the secondary data are required were not available.
- Respondents were found hesitant in revealing opinion about supervisors and management.
- Shortage of time factors one of the major constraints.
- Interpretation of data may vary from individual depending on the individual understanding the product features and services of the company.

1.5 COMPANY PROFILE

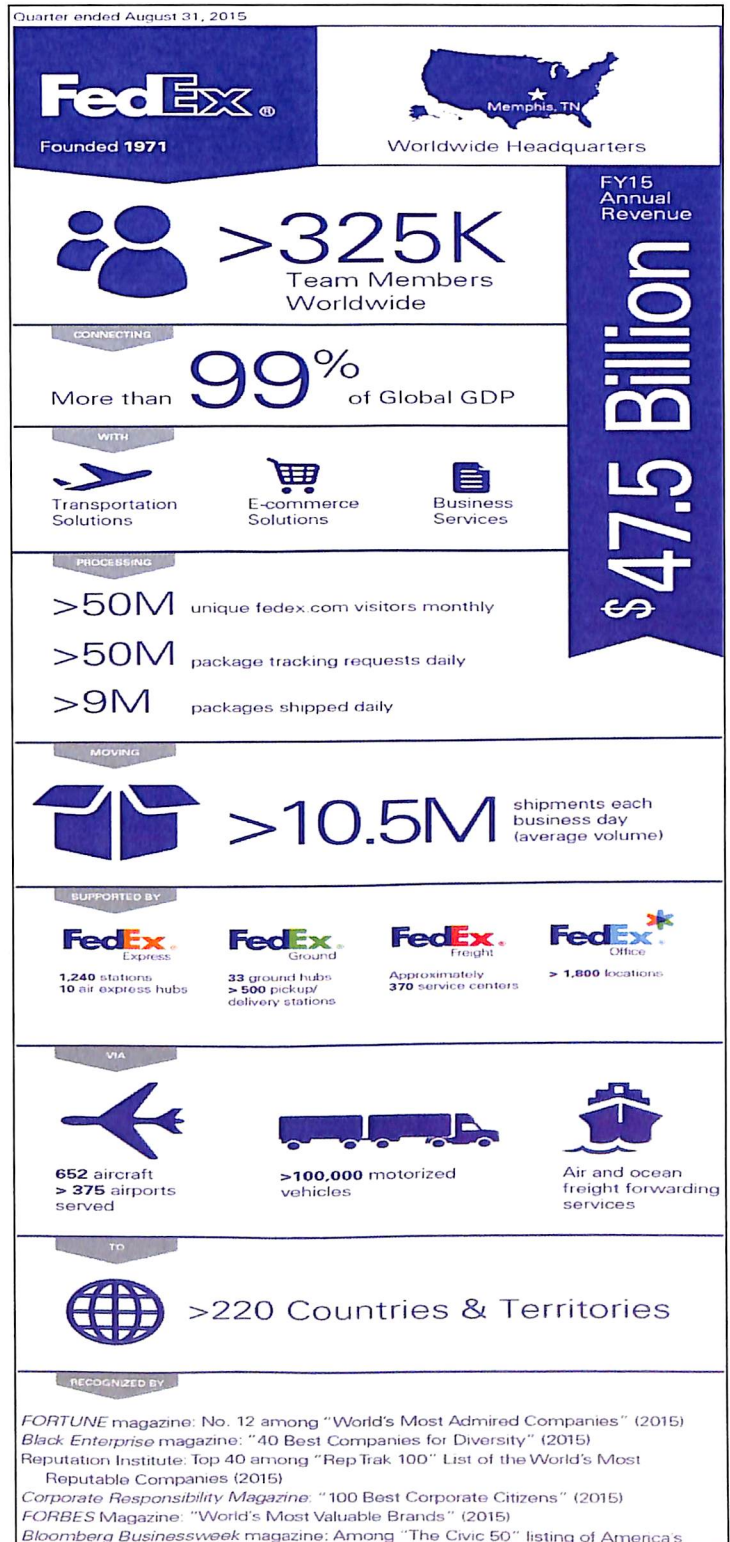


FedEx Corp. provides a platform to customers and Organizations worldwide with a broad portfolio of transportation, e-commerce, and business services.

Their networks operate independently to deliver the best service to customers without compromise. They vie jointly as a broad portfolio of client solutions and are managed collaboratively, underneath the revered FedEx complete

FedEx specific fictional specific distribution and is that the industry's international leader, providing speedy, reliable, time-definite delivery to quite 220 countries and territories, connecting markets that comprise quite ninety percent of the world's gross domestic product among one to a few business days.

Unmatched air route authorities and the infrastructure of transportation which is combined with leading-edge data technologies has built FedEx as the world's largest specialized company which provides fastest and reliable services above 3.6 million shipments each working day.



The idea for what became Federal Express came to Fred Smith whereas he was learning at Yale University. For a category there, he submitted a paper that argued that in fashionable technological society time meant money quite ever before and with the appearance of miniaturized electronic

circuitry, very small components had become extremely valuable. He argued that the buyer society was turning into progressively hungry for factory-made electronic things, however, the decentralizing impact induced by these very devices gave makers tremendous logistical issues in delivering the items. Smith felt that the

Headquarters	Brussels, Belgium
Principal officer	David Binks, President EMEA, FedEx Express
Countries and territories served	Approximately 127
Team members	21,213
Air operations	45 airports served
Vehicle fleet	3,696
Main hub	Paris, Roissy-Charles de Gaulle
Air operations	50 aircraft including: 10 Boeing 777, 9 Boeing 757, 5 MD-11(McDonnell Douglas), 4 Airbus A300-600, 8 Aerospatiale ATR-72,10 Aerospatiale ATR-42, 4 Embraer EMB120 Brasilia
Stations	198
Call centres	23
Websites	FedEx.com, news.van.FedEx.com (Global Newsroom), csr.FedEx.com (FedEx Corporate Social Responsibility)

mandatory delivery speed might solely be achieved by using air transport. But he believed that the U.S. air freight system was thus inflexible and certain by-laws at that point that it had been fully incapable of constructing sufficiently quick deliveries. Plus, the U.S. air freight business was extremely incompatible to the role. Its system relied on cooperation between firms, as interlining was usually necessary to get a consignment from point A to point B, and therefore the business relied heavily on freight forwarders to fill hold area and perform doorstep deliveries.

In his paper, Smith projected a replacement concept—have one carrier be liable for a chunk of freight from native pick-up throughout to final delivery, operating its own aircraft, depots, posting stations, and delivery vans. To ensure accurate sorting and dispatching of every item of freight, the carrier would fly it from all of its pickup stations to a central clearinghouse, from where the entire operation would be controlled. He submitted the paper to the professor teaching the course, who supposedly gave the paper the grade of "C". The actual grade has

been debated. Despite the professor's opinion, Smith held on to the idea and now we all know FedEx.

FedEx Express fleet			
Aircraft	In Service	Orders	Notes
Airbus 1 A300F4-600R	68	27	Older aircraft being replaced by Boeing 1 767-300F
Airbus 1 A310-200PF/300PF	21	-	Phasing out from originally 50 planes, being replaced by Boeing 1 767-300F
Boeing 1 757-200SF	119	-	5 dry-leased to Morningstar Air Express
Boeing 1 767-300F	29	77	50 Additional Options
Boeing 1 777F	25	18	
McDonnell 1 Douglas 1 MD-10-10	36	-	Phasing out, being replaced by Boeing 767 & 777
McDonnell 1 Douglas 1 MD-10-30	13	-	Phasing out, being replaced by Boeing 767 & 777
McDonnell 1 Douglas 1 MD-11F	56	-	
ATR 1 42-300/320	26	-	Operated as FedEx Feeder
ATR 1 72-200	21	-	Operated as FedEx Feeder
Cessna 1 208B 1 Grand 1 Caravan	241	-	Operated as FedEx Feeder
Total	647	103	

FedEx Express had agreed to buy up to 30 ex United Airlines Boeing 757-200s. Eleven are firm orders due to be delivered between 2013 and 2015, and 16 are options. Note: PF stands for "Package Freighter" aircraft.

FedEx Express operates the world's largest cargo air fleet with over 600 aircraft, and is the largest operator of the Airbus A300, Airbus A310, ATR 42, Cessna 208, McDonnell Douglas DC-10/MD-10, and the McDonnell Douglas MD-11.

Outside the United States (except for Morningstar Air Express), the contractor will supply their own aircraft, which may or may not be in the FedEx Feeder livery. Depending on the

arrangement with FedEx, the contractor may be able to carry cargo for other companies with the FedEx cargo.

List of contract carriers:

- ASL Airlines Ireland
(Largest contractor,
European partner)
- Baron Aviation Services
- Cargojet Airways
- Carson Air (Regional Routes
Western Canada)
- Corporate Air
- CSA Air
- Empire Airlines
- Merlin Airways
- Morningstar Air Express -
also operates mainline
FedEx service within Canada
- Mountain Air Cargo
- Solinair
- Swiftair
- West Air Inc.
- Wiggins Airways

To Manage Multiple deliveries FedEx has setup a Network of Inventories to sort and store the cargos as per requirements. Which are below.

Sorting Facilities

- Memphis, TN - World Super Hub - 15,000,000 sq ft
- Indianapolis, IN - National Hub - 600,000 sq ft
- Anchorage, AK/Ted Stevens - 500,000 sq ft
- Oakland, CA - West Coast Hub - 350,000 sq ft
- Newark, NJ/Liberty - East Coast Hub - 2,000,000 sq ft
- Ft Worth, TX/Alliance - 600,000 sq ft
- Miami, FL - Latin America Hub - 145,000 sq ft
- Greensboro, NC/Piedmont Triad - MidAtlantic Hub - 415,000 sq ft
- Paris, France/Charles de Gaulle - European Hub - 828,000 sq ft

- Toronto, ON/Pearson - Canadian Hub - 342,000 sq ft
- Guangzhou, China/Baiyun - 828,000 sq ft
- Shanghai, China/Pudong
- Osaka, Japan - North Pacific Regional Hub
- Cologne, Germany/Cologne-Bonn - 538,000 sq ft
- London, UK/Stansted - UK Hub - 236,000 sq ft
- Dubai, UAE - Middle East Hub - 539,000 sq ft
- Singapore - South Pacific Hub - 282,700 sq ft
- Taipei, Taiwan - 88,000 sq ft

FedEx Corporation provides integrated Transportation, information, and logistics solutions through a powerful family of companies that operate independently yet compete collectively.

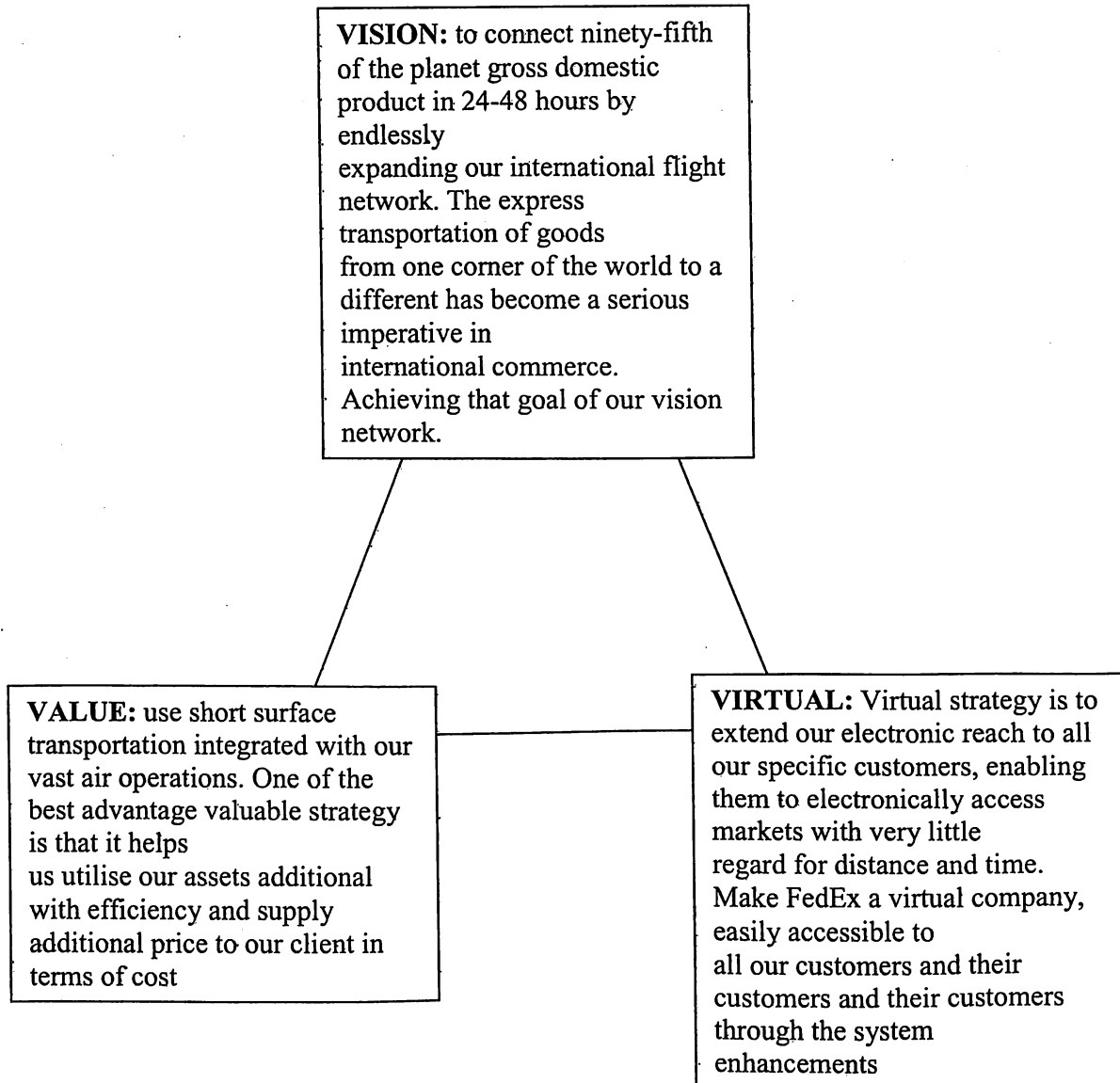
The FedEx Family:

1. FedEx Corporation, a \$20-billion global enterprise
2. FedEx Express, the world's largest express transportation company
3. FedEx Ground, North America's second-largest provider of ground small-package delivery offering a new service -- FedEx Home Delivery
4. FedEx Freight, a leading provider of regional LTL freight services
5. FedEx Custom Critical, the world's largest surface expedited carrier
6. FedEx Trade Networks, a high-tech customs broker and trade facilitator

Vision

FedEx Supply Chain Services will be an acknowledged world leader in global integrated logistics management, supply chain solutions and time-definite delivery. Our motivated associates will forge mutually profitable partnerships with our customers using world-class technology and business practices.

In India FedEx follows a V3 strategy:



Mission

- accomplish success with extremely trained and motivated associates.
- Design, develop, and apply innovative time-definite, international logistics solutions that improve our customers' competitive positions and exceed their expectations.
- sharply pursue business opportunities to satisfy and exceed our earnings and growth objectives

Values

The culture at FedEx is defined by

- The effectiveness of their communications.
- The authorisation of their individuals for peak performance.
- Employee pride in performance.
- A safe and rewarding work environment.
- Their mutually rewarding partnerships with customers and suppliers.
- Understanding and valuing diversity.
- specialize in our customers and a passion for service excellence.
- Conducting business to the highest ethical and professional standards.

FedEx supply chain services

FedEx Supply Chain Services styles, develops and applies transportation management and e-Logistics solutions to improve inventory visibility, velocity, and speed to market.

Their transportation management service improves transportation processes and may increase efficiencies. Their e-Logistics group helps customers compete in today's highly competitive e-Business channels.

The FedEx network is plain-woven round the complicated structure of our country through a HUB and SPOKE system permitting valued customers flexibility for his or her selection of routing

resourcement of the vendor, primary warehousing, distribution, secondary warehousing so as to

ensure minimum inventory holding price providing the purchasers with an innovative over it's competitors.

Corporate performance:

FedEx was started as Federal express Corporation in 1971. In 1975 it gained \$43.5 million in sales. In 1985 FedEx had chosen a vital step to expand its services to Europe by opening a European hub at the Brussels airport. because of this act Revenue reached \$2 billion in 1985. In 1994 FedEx was the primary international express freight carrier to receive system-wide ISO 9001 certification. FedEx is holding the reassurance of its customers through its logistic capabilities, exacerbating the carrying capability of its fleet of over 675 fuel-efficient aircraft and 70,000 vehicles.

Revenues have continued its decline that began at the end of 2008. Since 2008, total revenue has reduced by \$3.2 billion amount because of less shopper demand brought forth by the recession. FedEx has enhanced their costs supported a rise in demand, improving operational margin to 5.8%, quite the pre-recessionary level of 5.5%. Revenue for 2010 was \$34.73 billion, down 62 from 2009's \$35,497 billion. Revenues minimized a pair of during 2010 primarily because of profit decreases at FedEx express and therefore the FedEx Freight LTL group as a result of continued competitive valuation atmosphere. (FedEx, 2010)

Key competitors:

The main competition for FedEx within the US- market is UPS. UPS is that the initial largest package delivery company in "U.S". FedEx is that the second-largest package delivery company in "U.S". UPS offers FedEx powerful competition regionally and globally. apart from UPS in international market DHL conjointly giving powerful competition to FedEx. they're additionally facing plenty of competition from native firms in China, Europe and Bharat. In Europe, TNT is additionally one among the key competitors for FedEx.

CHAPTER – 2

REVIEW OF LITERATURE

2.1 SUPPLY CHAIN MANAGEMENT

Management of material, production, stocking, transporting, delivery and rest components of a corporation engaged along for product or service and providing an application to maintain a defined flow to system and clients is known as Supply Chain Management. It manages whole operations from production to Packaging Storage, transportation and delivery. Supply chain management is also involved in other factors related to consumption.

More briefly Supply chain management (SCM) is that the management of a network of interconnected businesses involved inside the {-supply of product and service packages required by the highest customers during a supply chain. Supply chain management spans all movement and storage of raw materials, work-in-process inventory, and finished product from the purpose of origin to purpose of consumption.

Supply chain management (SCM) is the active management of supply chain activities to maximize client worth and succeed sustainable competitive advantage. It represents an aware effort by the supply chain companies to develop and run supply chains within the best & efficient ways possible. Supply chain activities cowl everything from development, sourcing, production, and logistics, as well as the information systems needed to coordinate these activities

The conception of supply Chain Management (SCM) relies on 2 core ideas:

1. The first is that practically every product that reaches an end-user represents the cumulative effort of multiple organizations. These organizations are stated together as the supply chain.
2. The second idea is that while supply chains have existed for a long time, most organizations have only paid attention to what was happening within their "four walls." Few businesses understood, abundant less managed, the complete chain of activities that ultimately delivered merchandise to the ultimate client. The result was disjointed and often ineffective supply chains.

Another definition is provided by the APICS wordbook once it defines SCM as the "design, planning, execution, control, and monitoring of supply chain activities with the objective of creating net value, building a competitive infrastructure, leverage worldwide supply, synchronizing supply with demand and mensuration performance globally."

The term "supply chain management" entered the general public domain once Keith Oliver, a advisor at Booz Allen Hamilton, used it in an interview for the *Financial Times* in 1982. The term was slow to catch hold and therefore the lexicon was slow to alter. It gained currency within the mid-1990s once a flurry of articles and books came out on the topic. Within the late Nineties, it rose to prominence as a management fad, and operations managers began to use it in their titles with increasing regularity.

Common and accepted definitions of supply chain management are:

- Managing upstream and downstream added flow of materials, final product and connected info among suppliers; company; resellers; final shoppers is S chain management.
- Supply chain management is that the systematic, strategic coordination of the normal business functions and therefore the techniques across these business functions among a specific company and across businesses along the availability chain, for the needs of up the long-run performance of the individual firms and therefore the provide chain as an entire (Mentzer et al., 2001).
- A client-focused definition is given by Hines "Supply chain methods need a complete system to read of the linkages within the chain that employment along with efficiency to make customer satisfaction at the end of delivery to the patron. As a consequence, prices should be down throughout the chain by driving out inessential prices and focusing attention on adding price. outturn potency should be magnified, bottlenecks removed and performance measuring should specialize in total systems potency and even-handed reward distribution to those within the provide chain adding price. the availability chain system should be conscious of client needs."
- Global provide chain forum - provide chain management is that the integration of key business processes across the availability chain for the aim of making the price for patrons and stakeholders (Lambert, 2008).
- According to the Council of provide Chain Management Professionals (CSCMP), provide chain management encompasses the look and management of all activities concerned in sourcing, procurance, conversion, and supplying management. It additionally includes the crucial parts of coordination and collaboration with channel partners, which might be suppliers, intermediaries, third-party service suppliers, and customers. In essence, provide chain management integrates provide and demand management among and across firms. additionally recently, the loosely coupled, self-organizing network of companies.

A supply chain, as against supply chain management, maybe a set of organizations directly connected by one or a lot of of the upstream and downstream flows of product, services, finances, and information from a Production hub to a customer. Supply chain management is Managing a supply chain (Mentzer et al., 2001).

Supply chain management code includes tools or modules accustomed execute supply chain transactions, manage provider relationships and management associated business processes.

Supply chain event management (abbreviated as SCEM) may be thought of all potential events and factors that may disrupt a supply chain. With SCEM potential situations will be created and solutions devised.

In several cases, the supply chain includes the gathering of products when the client use for recycling. Including 3PL or other gathering agencies as part of the RM re-partition process is a way of illustrating the new end-game strategy.

Due to the nature of the business, the supply chain is highly complex in transportation and logistics. The supply chain faces the following challenges:

- • Network for Distribution – A network to connect multiple locations of production plants, Distribution points, warehouses, cross-docks and customers for goods and information flow.
- Information – Complex set of data including demand signals, forecasts, inventory, transportation, potential collaboration, etc which needs to be relayed in real-time basis
- Inventory Management – Basis categorization of the goods the inbound, outbound movement & storage has to be planned for maintaining transshipment quality & accurate stock mapping.
- Cash-Flow: Maintain the cash flow by forecasting and ensure the payments are received on time. Manage unexpected scenario and availability of cash to deal with them within the supply chain.

The Importance of Supply Chain Management

Supply Chain Management has a very important role in customer satisfaction and an indiscernible and integral part of any business. It facilitates the growth in a company's profitability by increasing efficiencies and reducing costs.

Boost Customer Service

- Customers expect:
 - The correct product assortment and quantity to be delivered
 - At the right location
 - At the right time

Increasing efficiencies to reduce Operating Costs

- Planning optimized delivery route
- Maximizing loading per cargo/ container
- Mechanization to increase efficiency and reduce damage
- Integration of IT

Lesser acknowledged is however supply chain management conjointly plays a crucial role in society. SCM data and capabilities are wont to support medical missions, conduct disaster relief operations, and handle different sorts of emergencies.

Whether addressing everyday product flows or addressing associate degree surprising natural disaster, supply chain specialists roll up their sleeves and acquire busy. They diagnose problems, creatively work around disruptions, and figure out how to move essential products to people in need as efficiently as possible.

Societal Roles of SCM

Ensure Human Survival

- **SCM Helps Sustain Human Life** – Humans depend upon supply chains to deliver basic requirements like food and water. Any breakdown of those delivery pipelines quickly threatens human life. For example, in 2005, cyclone Katrina flooded city, LA and the residents while not some way to induce food or clean water. As a result, a colossal rescue of the inhabitants had to be created. During the primary weekend of the rescue effort, 1.9 million meals and 6.7 million liters of water were delivered.
- **SCM Improves Human Healthcare** – Humans rely upon supply chains to deliver medicines and health care. During a medical emergency, supply chain performance is the distinction between life and death. For example, medical rescue helicopters will save lives by quickly transporting accident victims to hospitals for emergency medical treatment. In addition, the medicines and instrumentality necessary for treatment are going to be out there at the hospital as a result of wonderful supply chain execution.
- **SCM Protects Humans from Climate Extremes** – Humans rely on an energy supply chain to deliver electricity to homes and businesses for light, heat, refrigeration and air-con. Logistical failure (a power blackout) will quickly end in a threat to human life. For example, throughout an enormous East Coast storm in Jan 1998, 80,000 miles of electric power lines fell leading to no electricity for 3,200,000 Montreal, Quebec residents. Due to extreme cold, thirty died and twenty fifth of all Quebec residents left home to hunt heated shelter. In addition, economic costs included \$3 billion in lost business, \$1 billion in home damage and \$1 billion in government expenditures.

Improve Quality of Life

- **Foundation for Economic Growth** – Societies with an extremely developed supply chain infrastructure (modern interstate transit, huge railroad network, various trendy ports, and airports) are ready to exchange several products between businesses and shoppers quickly and at low cost. As a result, the economy grows. In fact, the one thing that most poor nations have in common is no or a very poorly developed supply chain infrastructure.

- **Improves Standard of Living** – Societies with an extremely developed supply chain infrastructure (modern interstate transit, huge railroad network, various trendy ports, and airports) are ready to exchange several products between businesses and shoppers quickly and at low cost. As a result, shoppers will afford to shop for a lot of merchandise with their financial gain thereby raising the quality of living within the society. For instance, it's calculable that supply chain prices compose two-hundredth of a product's price within the U.S. but 40% of a product's cost in China. If transport injury is added in, these prices compose hour of a product's price in China. The high Chinese supply chain price could be a major impediment to raising the quality of living for Chinese citizens. Consequently, China has launched into an enormous effort to develop its infrastructure.

- **Job Creation** – Supply chain professionals style and operate all of the supply chains in an exceeding society and manage transportation, storage, inventory management, packaging, and logistics info. As a result, there are many roles within the supply chain field. For example, in the U.S., logistics activities represent 9.9% of all bucks spent on merchandise and services in 2006. This translates into 10,000,000 U.S. logistics jobs.

- **Opportunity to Decrease Pollution** – Supply chain activities require packaging and product transportation. As a by-product of those activities, some unwanted environmental pollutants like cardboard waste and CO2 fuel emissions are generated. For example, paper and cardboard accounted for thirty-fourth of U.S. landfill waste in 2005. Only 50% of the 84 million tons of paper and paperboard waste were recycled. Also, CO2 emissions from transportation accounted for thirty third of total U.S. CO2 emissions in 2005. As designers of the network, supply chain professionals are in a very key position to develop a lot of sustainable processes and strategies.

- **Opportunity to Decrease Energy Use** – Supply chain activities involve each human and products transportation. As a by-product of those activities, scarce energy is depleted. For example, presently transportation accounts for a half-hour of world energy use and ninety-fifth of worldwide oil consumption. As designers of the network, it is supply chain professional's role to develop energy-efficient supply chains that use fewer resources.

Protect Cultural Freedom and Development

- **Defending Human Freedom** – Citizens of a rustic rely on military logistics to defend their manner of life from people who ask for to finish it. Military logisticians strategically locate aircraft, ships, tanks, missiles, and other weapons in positions that provide maximum security to soldiers and other citizens. Also, superior logistics performance yields military victory. For example, the B-2 Stealth Bomber is able to deliver bombs to target without being detected by enemy radar.
- **Protects Delivery of Necessities** – Citizens of a rustic depend upon supply chain managers to style and operate food, medication and water system chains that defend product from meddling. Sophisticated packaging techniques, state of the art surveillance cameras, world positioning systems and RFID inventory tracking are a number of the strategies accustomed deter terrorists from accessing these very important supplying systems.

Activities/Functions

Supply chain management could be a cross-function approach together with managing the movement of raw materials into a company, bound aspects of the interior process of materials into finished product, and the movement of finished merchandise out of the organization and toward the end-consumer. As organizations attempt to concentrate on core competencies and changing into a lot of versatile, they scale back their possession of raw materials sources and distribution channels. These functions are increasingly being outsourced to different entities which will perform the activities higher or more cheaply. The impact is to extend the quantity of organizations concerned in satisfying client demand whereas reducing management control of daily supplying operations. Less management and a lot of supply chain partners led to the creation of supply chain management ideas. The purpose of supply chain management is to boost trust and collaboration among supply chain partners, therefore rising inventory visibility and therefore the speed of inventory movement.

Several models are planned for understanding the activities needed to manage material movements across organizational and functional boundaries. SCOR could be a supply chain management model promoted by the supply Chain Council. Another model is that the SCM Model planned by the global supply Chain Forum (GSCF). Supply chain activities are often classified into strategic, tactical, and operational levels. The CSCMP has adopted The yankee Productivity & Quality Centre (APQC) method Classification Framework a high-level,

an industry-neutral enterprise method model that enables organizations to check their business processes from a cross-industry viewpoint.

Strategic level

- Strategic network optimization, including the number, location, and size of warehousing, distribution centres, and facilities.
- Strategic partnerships with suppliers, distributors, and customers, making communication channels for crucial info and operational enhancements like cross-docking, direct shipping, and 3PL.
- Product life cycle management, so new and existing product is optimally integrated into the supply chain and capability management activities.
- Segmentation of products and customers to guide alignment of corporate objectives with manufacturing and distribution strategy.
- Information technology chain operations.
- Where-to-make and make-buy decisions.
- Aligning overall organizational strategy with supply strategy. It is for long term and needs resource commitment.

Tactical level

- Sourcing contracts and completely different shopping for decisions.
- Production decisions, moreover as getting, scheduling, and coming up with technique definition.
- Inventory decisions, moreover as quantity, location, and quality of inventory.
- Transportation strategy, moreover as frequency, routes, and catching.
- Benchmarking of all operations against competitors and implementation of best practices throughout the enterprise.
- Milestone payments.
- Focus on shopper demand and Habits.

Operational level

- Daily production and distribution designing, as well as all nodes within the supply chain.
- Production planning for every producing facility within the supply chain (minute by minute).
- Demand designing and prognostication, coordinating the demand forecast of all customers and sharing the forecast with all suppliers.
- Sourcing designing, as well as current inventory and forecast demand, together with all suppliers.
- Inbound operations, as well as transportation from suppliers and receiving inventory.
- Production operations, as well as the consumption of materials and flow of finished product.
- Outbound operations, as well as all fulfilment activities, storage and transportation to customers.
- Order promising, accounting for all constraints within the supply chain, as well as all suppliers, producing facilities, distribution centres, and different customers.
- From production level to produce level accounting all transit injury cases & commit to settlement at client level by maintaining company loss through an insurance firm.
- Managing non-moving, short inventory and avoiding a lot of merchandise to travel short.

Reports:

The type of reports which are generated by this application are:

Sales Status

- All Dealers/ All Channels
- Specific Dealers/ Channels.
- Specific Day
- Range of Day/Month

Payment Status

- All Dealers/ All Channels
- Specific Dealers/ Channels.
- PDC
- Outstanding
- Range of Day/Month

Stock Report

- All Dealers/ All Channels

- Specific Dealers/ Channels.

Expense Report

- Tour
- Direct Expenses
- Administrative Expenses

2.2 LITERATURE REVIEW

Supply chain management may be a methodology of moving materials and associated info effectively and expeditiously within inter and intra organisations. to urge this task exhausted the required manner, the utilization of e-business applications is crucial. offer chain management includes the coordination of the organisation concerned within the offer aspect activities with the purchasers who are receiving the merchandise. (Chaffeey, 2009, pp 331).

Supply chain management starts with distinguishing the resources and linking them with the processes that begin with the sources of raw materials and continues till the delivery of the things done through the top client. A supply chain activity differs from firms to firms however they supply the advantages of specialisation of method and also the economy of scale.

(Trkman et al, 2007).

Importance of supply chain management:

An improved supply chain adds superior price to the organisation's operation that ultimately offers superior price proposition to the top user for that economical client response (ECR) is crucial as a result of ECR deals with the demand management which is needed for satisfying the demand of client by quickly and effectively applying product assortment ways, fast introduction of the new product and promoting communication by reducing stocks and delivery time. (Chaffeey, 2009, pp 335).

Elements of supply chain management:

The approach the information and flow of data are processes and its outcomes received together with protection of property ar vital half in an exceedingly provide chain strategy. "Knowledge" here is that the information that the organisation has accumulated through years of expertise and applying them for designing and implementing the strategy. the advance within the process technology of computers and advent of software's like MS Outlook, Lotus Notes that have expedited the arrangement of separate data in an exceedingly

logical and helpful manner, these talents produce to the conception of information and data management that is crucial for effectively managing the supply chain.

For an organisation that is extremely influenced by client wants and expectations for the information management is of nice significance in 2 main areas – that ar client intelligence and new product innovation as supply activity to clients there are multiple touchpoints within the organisation wherever customer interacts with it, so the flexibility of an organisation to reap data regarding clients behaviour and selection on this bit points proves to be a crucial wealth of data that helps in client holding and growing customer price. In distinction with the new product innovation, the information that flows across the suppliers, customers and market factors by sharing it across the supply chain results in innovation and inflated involvement of provider within the innovation method (Croom, 2005).

Benefits of adopting Electronic Supply Chain Management:

The Following enhancements are found by adopting the e-business supply chain management:

- Cost performance: by improved productivity and lower input costs
- Customer Service: by providing service quality
- Process capability: by maintaining consistency in quality
- Productivity and dependability: by enhanced management of fabric flow on the supply chain (Tan, 2001)
- Supply chain management involves up the interior processes, however conjointly processes performed in conjunction with suppliers, distributors and customers. It conjointly provides nice opportunities to enhance product performance and deliver superior worth to the shoppers. As a result, supply chain management will dramatically have an impression on the gain of an organization by reducing operational price and increasing client satisfaction and then loyalty and revenue (Chaffey, 2009, PP335)

Supply Chain Models:

The supply chain model from the system viewpoint is often seen as involving the subsequent processes: attaining resources or inputs, are the resources/inputs into outputs that square measure the product/services and last delivering the outputs to the top customers. In terms of e-business, the supply chain is often optimised to produce higher and economical delivery while minimising the price.

Push and Pull supply chain model:

- Push supply chain: These involve the delivery of product/service to passive customers. The objective of this model is optimising the process while attaining cost-effectiveness and efficiency. The features of this model are the development of new products, data integration, minimised technology utilisation, longer cycle time and the large inventory.
- Pull supply chain: This involves price delivering to finish customers. This supply chain includes active customers who encourage improved quality and price of products/services. The model emphasises and identifies the need of shoppers by effecting completing for developing and rising the merchandise. the supply chain focuses on delivering price whereas reducing price.

Upstream supply chain:

- Disintermediation: This involves directly buying from the provider. This ends up in lesser prices and reduced cycle time.
- Reintermediation: This involves business to business exchange of the merchandise.

Downstream supply chain:

- Disintermediation: This involves direct selling to customers, whereas acquisition reduced the price of sales and increased cycle time.
- Reintermediation: This involves competition in newer markets by business to business transactions.

Shell chemicals:

Shell Chemicals is one of the largest petrochemicals producers in the world who supplies the bulk material to the large industries for the manufacturing of industrial and consumer goods. It is very crucial for such an organisation like the shell to have a well-planned and controlled Supply chain management.

Issues:

Prior to the adoption of electronic supply chain management in shell, everything was managed manually that involves a lot of time-consuming activities. Due to this time-consuming process there was a threat that a customer might bear a lack of important

ingredient at plant time. Hence to tackle these kinds of problem companies maintain safety stocks to avoid a shortage, it involves a cost to maintain any safety stocks.

Supply chain process:

SIMON:

In 1995 shell has adopted SIMON (Shell Inventory Managed Order Network) system that acts as information Electronic Data interchange at the start for managing the downstream supply chain. shortly once its success in downstream, it absolutely was applied to the upstream process.

SIMON facilitates provider to urge anticipated demand, calculate stock and track cargo status that client has to input 3 forms of data, that are current stock level, the calculable demand for stock and site, timing and amount for the cargo details.

Elemica:

In the year 2005, shell updated itself by implementing 'Elemica' in its supply chain that was founded by around twenty-two leaders of the chemical industry. the most important profit to adopt Elemica was standardisation. It offers worth to their customers by automation of the processes within the business. as an example, the buying and mercantilism of chemicals then expand the value of that association by creating the new marketing channels and potency opportunities by means that of our web solutions and supply chain offerings (Elemica, 2010).

Integrated Supply chain:

Elemica's revolutionary and new business network fully links the operational base, whereas eliminating the hurdles of transaction and communication between the processes. unflawed accessibility and transparency of the supply chain give the facility of expeditiously completing the operations and removing access personnel's, assets and inventory. Elemica utilises a customary format in its integrated supply chain structure, that is additionally favourable for organisations existing in similar industries.

Process:

The supply chain Elimica records and maintains inventory and sales forecast on each day, that helps in analysing client satisfaction. This has additionally collaborated with the ERP system of the Elimica hub ().

Global reach and connectivity:

Elimica's founders happen to be the foremost notable and established leaders within the international business. This provides a global base for business, that helps in drawing the eye of each consumer and sellers. This development additionally builds up a chance to develop relations with new customers. Elimica acts as an assistant for business transactions on this international platform.

Security:

Elimica has adopted many measures to guard accessibility and data flow. This helps in safeguarding the transactions of customers/participants. Strict data protection measures, encoding technology and clear firewalls are features of security offered by Elimica. The policies and processes are frequently checked to fulfil security standards.

SCM has been understood by numerous researchers. supported the comparatively recent development of the supply chain literature, it's not stunning that there has been a lot of dialogue on a particular SCM definition.

Ganeshan and Harrison (1995) has outlined SCM as a network of facilities and distribution choices that performs the functions of procural of materials, the transformation of those materials into an intermediate and finished product, and also the distribution of these finished products to customers. Lee & Corey (1995) expressed that SCM consists of the combined activities happening among a network of facilities that procure raw material, remodel them into intermediate product and so final product, & deliver the product to customers through a distribution system. christopher (1998) outlined the supply chain as the network of organizations that are concerned, through upstream and downstream linkages, within the completely different processes and activities that manufacture worth within the kind of product and services within the hands of the final word client. SCM is that the " strategic and systematic coordination of the traditional business functions and also the ways across these business functions among a selected firm and across businesses among a supply chain, for the needs of rising the long performance of the individual corporations and also the supply chain as a whole" (**Mentzer et al. 2001**).

The Literature, Theory and observe of SCM

Numerous articles addressing the speculation and observe of SCM are published over the reviewed period of the last eighteen years, however the subject continues to be below extended development and discussion. Richard Lamming (1996) has given a general review on the lean supply chain during which Lean supply has been characterised as “beyond partnership”. Lean supply is that the system of buying and supply chain management needed to underpin lean production. Ben-Daya et al. (2008) explored the subject in a very specific context, i.e. the commercial district (ID), that constitutes a particular production model wherever advanced SC networks will be known. SC cooperation could withstand many forms in IDs and will turn out many advantages (e. g. Upgrading quality and reducing costs).

Vaart and Pieter (2003) drawn conclusions on the necessity for an inter-disciplinary approach, combining the technical and relative aspects from the individual fields of system dynamics and collaboration so as to deliver superior order renewal performance. Gunasekaran and Ngai (2005) indicated that E-Business, product, and service quality, all have a big direct impact on client behavioural intentions to buy once more. **Balakrishnan and Cheng (2005)** reviewed and update the methodology supported a spreadsheet that provided increased solutions in advanced environments with multiple merchandises and bottleneck things. **Nagarajan and Sobic (2004)** reviewed the literature addressing empor seller coordination models that have used amount discount as a coordination mechanism below the settled surroundings and classified the varied models.

Based on this conceptualization of SCM, the prevailing literature was examined, in an endeavour to spot the extent to that these underlying components were present in SCM educational research thus far. A review of previous literature studies, as highlighted in Table three (Appendix A), provides the premise for a way this review extends our understanding of SCM analysis.

Burgess et.al. (2006) reviewed one hundred haphazardly hand-picked articles from 614 usable articles found within the ABI/Inform database across a nineteen-year (1985 to 2003) period. Their sample self-addressed producing and goods industries, and therefore the analysis articles reviewed by them targeted on a additional narrowly outlined operations management approach to supply Chain Management. They classified the articles into four teams, particularly (1) Descriptive options of SCM, (2) Definition problems, (3) Theoretical concerns and (4) research method problems. They found SCM to be a comparatively young field with exponential growth in

interest from researchers within the recent past. The importance of this research in distinction to Burgess et al. (2006) is that rather than sampling one hundred articles from a pool of 614 over a 5-year amount, we tend to examine 588 articles over eighteen years. This not solely makes for an additional in-depth review however provides a bigger base from that to chart the maturation of the SCM field. It additionally helps to assess gaps within the literature and project future trends, thereby underscoring the importance and hardiness of this study. Finally, Burgess et al., embrace books, manuscripts and conference proceedings whereas this analysis focuses entirely on published articles in peer-reviewed SCM journals.

Carter and Ellram (2003) surveyed the articles published within the Journal of Supply Chain Management for the whole amount of thirty-five years since its launching i.e. for 1965 to 1999. Their objective was to supply a larger understanding of the evolution of buying and provide research over the primary thirty-five years of the Journal of supply Chain's existence, and {to provide|to provide|to produce} steerage and prescriptions for future supply management analysis. They discovered that almost ninetieth of the journal articles below study consisted of normative literature, methodology reviews, and preliminary studies. They additionally noted that the utilization of hypothesis testing had accumulated considerably over the past ten years of their review (1989- 1999), however, they think about that larger use of hypothesis testing and therefore the methodology is usually recommended because they provide Management discipline continued to mature. Carter & Ellram (2003) additional suggested additional literature reviews resulting in the introduction of theoretical frameworks of Supply management, and the use of additional refined analysis modelling techniques like MANOVA/ discriminant analysis and inferential applied math techniques.

They classified the articles supported a modification of the classes utilized by ism, and projected thirty-two classes for clear and unambiguous classification, that has proven to be a milestone and has been utilized in later literature reviews by many researchers. The authors conclude that buying and supply management, as a discipline, is maturing. it's fascinating to notice that the authors have systematically used the terms 'purchasing' and 'supply' management, that speaks plenty regarding the stage of development of the discipline of 'Supply Chain Management' until 1999.

Croom et al. (2000) analyze eighty-four studies on SCM in terms of the extent {of analysis|of study|of analysis} and research methodologies, however, the fundamental quantity for his or her information assortment is ambiguous. Their study represents an early decision to reason the SCM literature.

Significant growth has taken place each within the follow and theory of supply chain Management since this try, creating it necessary for reviews of current data and literature. Finally, they describe and reason the analysis strategies into 2 dimensions: theoretical and empirical and don't give the number of articles related to every level of research.

Rungtusanatham et.al. (2003) meted out a comprehensive review of 285 SCM articles published in vi operations management journals throughout a number of twenty-one years from 1980- 2000. They detected the prevalence of major changes within the last five years of their sampling amount, which 2 topics stood out as showing quickest status to outstanding operations strategy and supply chain management. They discovered that the SCM connected articles accumulated considerably once the primary half of the Nineteen Nineties, thereby implying the accumulated interest of researchers during this field and accelerated the expansion of this discipline. It shows that SCM could be a booming and growing field, and offers lots of opportunities in research.

Giunipero et.al. (2008) in a very recent literature review of a decade of SCM literature note that the literature, in reality, remains terribly fragmented and though many studies purport to debate supply chain problems, most of the prevailing analysis solely examines one link of the chain, or a lot of significantly solely focuses on one ingredient within the supply chain performance combine. They distinguished that the SCM literature reviewed by them unconcealed many gaps known by them as

- (1) Small sample sizes
- (2) One-tier investigations
- (3) Limited epistemology
- (4) Lack of longitudinal studies, and
- (5) Limited world supply chain analysis

In view of this discussion, the authors conclude that a broader view of SCM is required so as to develop a wider agreement and resolve this abstract and analysis method confusion. In distinction to single journal review, or restricted random review, this analysis surveys 13 educational journals and reviews 588 research-based articles revealed throughout an 18-year period from 1991 to mid-2008, thereby covering the complete important period of SCM emergence to its evolution as robust discipline. The authors these articles in terms of analysis technique, and information analysis techniques to find the extent of the analysis trend.

In summary, this analysis extends the previous literature reviews by:

- o Specifically specializing in multi-facet SCM adds academic journals

- Reviewing the present eighteen years' period throughout that SCM grew as a discipline and educational analysis during this field gained importance and exaggerated considerably.
- Providing an investigation of the analysis strategies and information analysis, exploitation a longtime subject categorization theme and reviewing publication and providing insight into the analysis strategies and information analysis technique employed in current literature.

Advantages and downsides of Introduction of latest Technology in Supply Chain Management

There is very little doubt of the assorted blessings which will arise for firms from the adoption of latest technology (Poirier & Quinn, 2006). many companies are ready to attain important reductions in prices through the employment of barcodes, advanced selecting and alternative technologies so as to leverage their warehouse and transportation management systems (Poirier & Quinn, 2006). many organisations have created use of advanced coming up with and planning systems for conveyance regarding dramatic reductions in inventory levels and rising client service (Poirier & Quinn, 2006). Pujawan (2004) expressed that the introduction of the latest technology was seemingly to lead to increased prices, disruption of labor and also the got to learn new things and eliminate previous practices. He what is more expressed that trendy businesses have, despite these challenges, be ready to apply technology to convert their supply chain into profit generators through the reduction of prices and inventory levels and also the sweetening of client service (Pujawan, 2004). Coke, as an example, upgraded its demand coming up with and collaboration capabilities into 2005 through the introduction of the latest inventory management processes, supported by software system (Ghorban, 2011). This enabled the firm to enhance fill rates by 15 August 1945 and cut back inventory levels by 50%(Ghorban, 2011). The organisation was ready to at the same time absorb a three-hundredth increase in product offerings, that resulted in a very surge in profits through the reduction of assets and also the support in sweetening of revenues through larger product convenience (Ghorban, 2011).

The introduction of the latest technologies in SCM should, however, be meted out with guardianship and thought and in accordance with organisational needs (Pujawan, 2004). New devices and system are costly to buy and install (Pujawan, 2004). Their use, what is more, entails important coaching and haphazard and unplanned implementation may end up in a very variety of organisational issues (Carter & Rogers, 2008).

An investigation into the issues and downsides of the introduction of latest technology into SCM unconcealed that many organisations have faced differing kinds of problems on this account (Carter & Rogers, 2008). A distributor specialising in children's toys, as an example, exceeded each the time schedule and also the budget within the implementation of a replacement fulfilment system (Carter & Rogers, 2008). The prevalence of the Christmas demand spike before the completion of the fulfilment system led to severe challenges within the process of orders (Sharma, 2010). while organisational staff worked for fifty days at a stretch while not holidays to satisfy customers, the firm was forced to delay deliveries till when Christmas to thousands of their buyers (Carter & Rogers, 2008).

SCM specialists have expressed that the breadth and scope of common SCM processes, like, as an example, reposition or transportation, are therefore intensive that the introduction of latest technology was seemingly to involve important prices, time and challenges related to organisational amendment (Simchi-Levi et al., 2007). the bulk of latest technologies comprised each hardware and software system and are costly to buy and install (Simchi-Levi et al., 2007). Organisations with restricted operations and funds could therefore not be ready to acquire proportionate advantages from the implementation of such technologies by means of price reduction or increased business (Sharma, 2010).

Many of those new systems are what is more complicated in nature and take time to put in and operate (Carter & Rogers, 2008). With such installation seemingly to disrupt existing organisational operations, the managers of companies introducing new technologies need to arrange their methods during this regard with guardianship to make sure decrease of operational disruption and client discontentment (Carter & Rogers, 2008). it's conjointly vital to stay in mind that the introduction of latest technologies is sure to lead to important changes in operational activities and possibly to the redundancy of labour, each of that may lead to amendment resistance amongst staff and to opposition to organisational plans during this regard (Simchi-Levi et al., 2007).

Conclusions

The study reveals that while the introduction of latest technologies in organisational SCM processes may end up in many kinds of organisational advantages by manner of (a) reduction of prices, (b) lowering of your time, (c) reduction in inventory, (d) elimination of individuals and (e) sweetening of volumes amongst others, such introduction was doubtless to be high-priced, complicated and exacting in nature (Carter & Rogers, 2008). Organisational management ought to, in such circumstances, introduce new technologies solely once ascertaining the advantages from such actions for his or her organisations (Poirier & Quinn, 2006).

Great care ought to even be taken within the designing, implementation and installation of those technologies, with specific relation to operational disruption and organisational modification (Poirier & Quinn, 2006). It's for instance been explained earlier that the introduction of latest technologies might facilitate within the reduction of prices through the elimination of individuals. Such redundancies might, however, lead to worker discontentedness and organisational strife. Organisational management should once introduce new technologies, watch out to contemplate the assorted aspects and consequences of such actions and take acceptable actions. Lack of thought and care in these areas might lead to inadequate and inappropriate implementation and intensely adverse organisational consequences (Poirier & Quinn, 2006)

After critically evaluating the supply chain management of Shell chemicals, it had been found that the advantages of adopting Elemica are seen within the style of improvement in supply chain management that has reduced value leading to value potency, improved quality leading to client satisfaction, the multiplied capability of the method and multiplied productivity and reliability. Ultimately these enhancements fuelled the profitableness of the corporate.

2.3 DISTRIBUTION NETWORK

FedEx includes a wide and well-managed network of salesmen appointed for absorbing the responsibility of distribution of product to numerous elements of the cities. The distribution channels are created in such how that the demand of shoppers is consummated at the correct place and therefore the right time once it's required by them.

A typical distribution chain at FedEx would be:

**Production --- Plant Warehouse --- Depot Warehouse --- Distribution Warehouse ---
Retail Stock --- Retail Shelf --- Client**

The customers of the corporate are divided into completely different classes and different routes, and each salesperson is allotted to 1 specific route, that is to be followed by him on a routine. an in-depth and well-organized distribution system contributes to the potency of the salesmen. It conjointly ends up in low prices, higher sales and better potency thereby resulting in higher profits to the firm.

DISTRIBUTION ROUTES

The various routes developed by FedEx for distribution of the product are as follows:

- **Key Accounts:** the shoppers during this class put together contribute an outsized chunk of the whole sales of the corporate. It essentially consists of organizations that get giant quantities of a product in one single dealings. the corporate provides product to those customers on credit, payments being created by them once an explicit amount of your time i.e. either a month of half a month. Examples: Clubs, fine dine restaurants, hotels, company homes etc.
- **Future Consumption:** This route consists of shops of FedEx product, whereby a substantial quantity of stock is unbroken so as to use for future consumption. The stock doesn't exhaust among on a daily basis or 2, instead of as and once needed stocks are stacked up by them thus on avoid shortage or non-availability of the merchandise. Examples: division stores, Supermarkets etc.
- **Immediate Consumption:** The shops during this route are those that need stocks on a routine. The stocks of product in these shops don't hold on for future use instead, are exhausted on an equivalent day and may run a touch into consecutive day i.e. the product are consumed at a quick pace.
Examples: Small-sized bars and restaurants, academic establishments etc.
- **General:** underneath this route, all the shops that are available in a selected space or an area, a neighbourhood alongside its near areas are catered to. The consumption amount isn't taken into thought during this specific route.

DISTRIBUTION SYSTEM

- **Direct distribution:** Indirect distribution, the bottling unit or the manufacturer partner has direct management over the activities of sales, delivery, and marketing and native account management at the shop level.

- Indirect distribution: In indirect distribution, a company that isn't a part of the FedEx system has management on one or additional of the distribution parts (Sales, delivery, marketing and native account management)
- Merchandising: Merchandising means that communication with the buyer at the purpose of purchase to convey product profit, price and Quality. Salespeople and delivery personnel each have this responsibility. Inbound locations special groups who get in business locations to specifically merchandise our product.

DEPARTMENTS CONCERNED WITHIN THE DISTRIBUTION

METHOD

The Distribution process mainly consists of three departments:

Distribution Department: It appoints distributors and establishes a distribution network, processes approved sale orders and prepares invoices, arranges logistics and ship products, co-ordinates with distributors for collections and monitors distribution stocks and their set-up.

Shipping or Warehousing Department: It dispatches merchandise as per approved by order, ensures that stocks are sent on a FIFO basis, ensures physical management over load-out space and updates warehouse stock records in an exceedingly timely manner.

Finance Department:

It checks credit limits and approves sales orders in compliance with the credit policy followed by the firm, records collections from distributors, sporadically reconciles outstanding balances from distributors, obtains balance confirmation from distributors and follows up outstanding balances.

2.4 Marketing or Promoting mixture of FedEx – FedEx Marketing mix

FedEx is a yank corporation that has delivery services of couriers. This Public Ltd Company has its network all told the main cities of the world. based within the year 1973 by the name Federal categorical, the corporate came to be referred to as FedEx by 1998 onward. the corporate has its headquarters in Memphis, UN. and its present Chairman is Fredrick W Smith. FedEx provides quick traveller services to its customers so as to retain its shopper base and to realize new customers. Its chief competitors who offer them with a stiff competition are as follows-

- TNT
- United Parcel Service
- DHL

Product within the marketing mixture of FedEx

FedEx delivers numerous merchandise and services to its customers and that they are as follows-

- Home delivery facilities are provided to the shoppers for his or her convenience.
- FedEx Express has the most important fleet of civil aviation at its disposal to supply prompt services
- The company additionally contains a trade network that features providing insurance and custom service.
- Its merchandise additionally embraces FedEx Supply Chain Services, FedEx office centres, FedEx print centres, FedEx company services and FedEx Ship Centres.
- Various centres for client care are opened with a toll-free number to assist shoppers.
- Post-delivery services are offered to interested customers.
- FedEx additionally provides third party logistics.

Place within the marketing mixture of FedEx

The company provides numerous services to its honoured customers and handles nearly 2.4 million package requests per day. FedEx provides all around the clock services to its customers that are unfold everywhere the planet in places like Asia, the centre East, Europe, Latin America, Africa and North America.

The vehicles just like the aircraft that are at its disposal play a vital role in providing timely and economical services. so as to contend with the shoppers directly, they need well-trained workers members who are recruited as desk executives. they supply all the connected info regarding the parcels.

It additionally provides web facilities for any bookings. it's an organized channel. within the initial stage, the parcel or the merchandise is procured from the client. succeeding stage is to produce the correct channel for the distribution of that product and this relies on the speed the buyer finds cheap. Lastly, the merchandise is delivered to the party expeditiously and among the assigned period.

Probably the sole reason for its success is its distribution and delivery system. From the instant the messenger or the package leaves your house or your business place, you'll track it to its delivery to the endpoint. This is often what FedEx guarantees and delivers. Thanks to its years and years of fantastic user expertise, the firm has gained plenty of name equity attributable to distribution. The value within the marketing mixture of FedEx.

FedEx has adopted a premium valuation policy for the standard services rendered. Though the freight rates have shown a stimulating increase, the corporate has unbroken its rates largely unchanged. This is often in the main attributable to the economies of scale that FedEx enjoys.

In some countries, it's unbroken a versatile rating policy like in China, so as to form inroads within the new market and it's reduced its costs. Keeping with the versatile pricing policy it's offered discounts and numerous schemes at completely different periods to draw in the shoppers. It's additionally provided Pick-up Facilities for the merchandise at an affordable further value thereby creating deliveries even easier. The cost varies in keeping with the sort of service provided and that they have numerous price packages as per the convenience of the shoppers. Promotion within the marketing mixture of FedEx

FedEx has taken the assistance of the many slogans to advertise its name and popularize its services. A number of its slogans that went on to become successful are "Our most important Package is Yours", "Be absolutely Sure", "Relax, it's FedEx", "We Understand", "We Live To Deliver" and "Brown Bailout". Its present motto is "The World On Time". In the year 1981, John Moschitta jr shot one among the foremost extraordinary ads of all times for the promotion of FedEx. This ad is thought as "Fast-Paced World" is one of the most-watched ads even nowadays.

FedEx has several times used sports as a promotional medium. Within the year 1989, the corporate signed a contend with "Orange Bowl" and have become its title sponsor. It additionally sponsored the team "FedEx Forum" and "The Heineken Cup" of rugby football. In 2007, it signed a contend with the PGA Tour and have become the title sponsor, "FedEx Cup". FedEx additionally signed a contract with "Champ World car Series" and have become its title sponsor from the year 1997 – 2002. FedEx became the supporter of "NASCAR Sprint Cup".

It has additionally sponsored Formula one connected team McLaren, Benetton, Ferrari and WilliamsF1. Within a previous couple of years for analysis and development functions, the

corporate has spent nearly 5 million bucks. In below the road promoting, FedEx ensures that each one of its trucks is branded by its emblem and nearest location. out of doors hoardings are used oft. In ATL, tv ads, newspaper ads and social media ads are commonest.

This work is completed to fulfil the necessities for the MSC module International management underneath the observation of tutor Mr.Robert. Our tutor gave the U.S.A. 5 choices and asked the U.S.A. to settle on one. I used to be very curious about analysing strategic capabilities and core competencies. thus I even have chosen the subject 3 that's Analysing the strategic capability of an organisation of my alternative and Suggesting ways in which within which the organisation would possibly use its core competencies to form opportunities in new arenas. Since my husband is functioning in FedEx and it's an international company I started doing analysis on this company.

I have chosen this subject as a result of in today's hypercompetitive business world the competition is direct and aggressive. Competitive benefits are typically imitative. thus corporations ought to analyze their internal resources, capabilities and external atmosphere to experience core competencies. they're the robust points that a firm very will well in distinction with the contender. The core competences are the capabilities that ought to be rare, expensive to imitate and not- substitutable. Strategic capability is the ability of a corporation to sustain and to realize long-run goals.

"Strategic capabilities are the skills to perform at the extent needed to survive and prosper and includes resources and competence" (Johnson et al.2006).

Research questions:

This project report will analyse what are the strategic capabilities Of FedEx and how to use its core competences to create opportunities in new arenas? This question is sub divided as what is strategy? What are capabilities? What is core competence? What is the SWOT analysis for FedEx Corporation?

Research objectives:

This project report will fulfil the following research objectives.

To identify the strategic capabilities of FedEx based on SWOT analysis and to describe how to use its core competence to create opportunities in new arenas.

CHAPTER-3

RESEARCH DESIGN, METHODOLOGY AND PLAN

3.1 RESEARCH METHODOLOGY

The process adopted for conducting the analysis deserves heaps of attention because it features a direct impact on the accuracy, reliability, and characteristic of the results obtained. It's for this reason that the analysis methodology, that we tend to use at the time of conducting the analysis, ought to be explained well. Analysis Methodology may be a methodology of consistently learning and resolving analysis issues.

What is included in Research Methodology?

1. What does Research Mean.
2. Research Problem.
3. Research Design.
4. Sampling Design.
5. Method used for Data Collection.
6. Study and explanation of Data.

What does Research mean:

Research is described as "a step by step test approach which carries the old discovery data or samples for further investigation or new data or samples to find new answers on a selected topic". For scientific investigation we do research. The research could be a systematized effort to achieve current information.

Research Problem

The first step whereas conducting analysis could be a careful definition of researches downside.

A drag statement refers to some issue, that research worker experiences within the context of either a theoretical or sensible scenario and needs to get the answer for a similar.

Research Design

A research style is that the arrangement of conditions for assortment and researches information in an extremely manner that aims to combine connexion to the research purpose with economy in procedure. Research style is that the abstract structure during which analysis is conducted. It constitutes the blueprint for the gathering activity and analysis of information.

3.2 SOURCES OF DATA

The process of information assortment begins when research drawback has been outlined and research style has been chalked out.

There are 2 types of data –

METHODS OF PRIMARY DATA

- Observation Method
- Interview Methods
- Questionnaire Method
- Schedule Method

PRIMARY DATA -

It is the first data which has been collected by research scholars from many different sources and various approaches. This is collected to have accurate, definite, realistic and relevant information for required research. Best way to gather primary information is investigation and observation. It had been achieved by an instantaneous approach and observation from the officers of the corporate.

SECONDARY DATA -

When we use data and information which has been already collected by someone else and use it for our research is called secondary data. The investigator has got to analyze the info and interprets the results. It's forever been necessary for the completion of any report. It facilitates the research on the basis of previous discoveries reliable, suitable, adequate and specific data.

Information was collected from secondary by various existing sources divided in two categories online and offline like Company web site, Magazines, Newspapers, Internet, etc.

SAMPLING

Sample size:50

Sampling Design

Sampling is important as a result of it's nearly not possible to look at the whole parent population (i.e. the complete universe) varied factors like time accessible price, the aim of the study, etc. So it is very important for the researchers to choose a sample and keep a record for the same.

Sampling Technique: The Project will using non-probability sampling.

Research Type: The project will be a descriptive research type.

Tools for Analysis

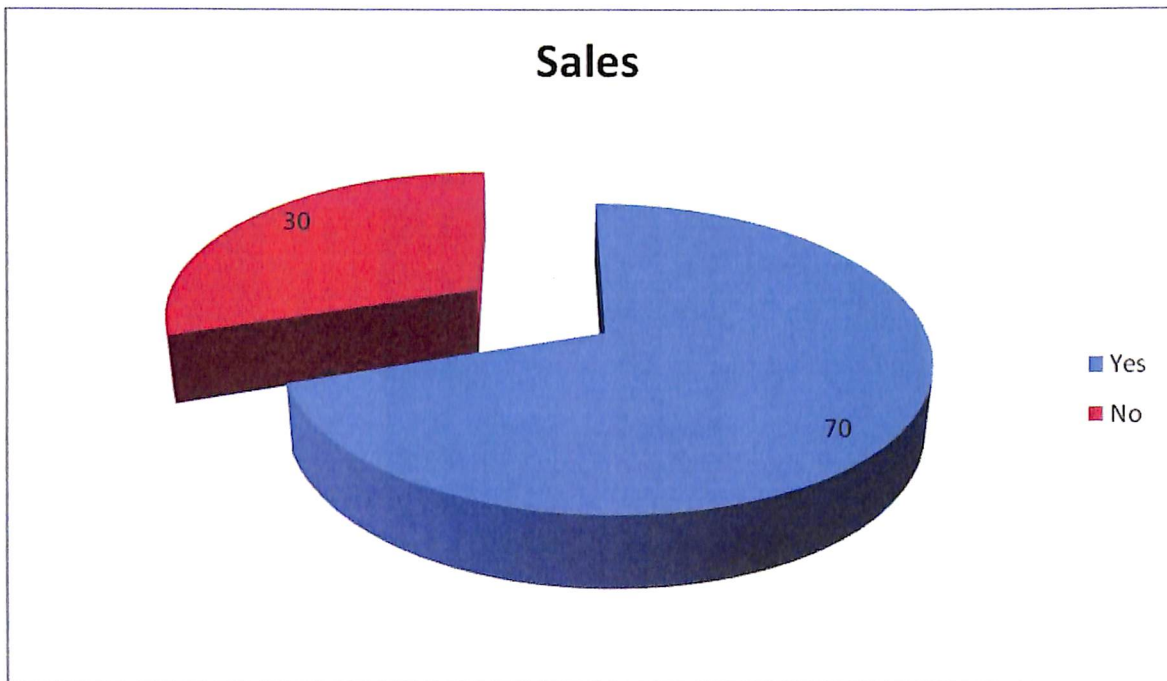
- Bar Chart
- Pie Chart

CHAPTER -4
ANALYSIS

Q1: Is supply chain management having all the address of the developer branches of FedEx?

Table and Graph 1

Particulars	No. of Respondent	Percentage
Yes	35	70%
No	15	30%
TOTAL	50	100%



Q2: Rate the working strategies of supply chain management department on the basis of the current programs in FedEx

Table and Graph 2

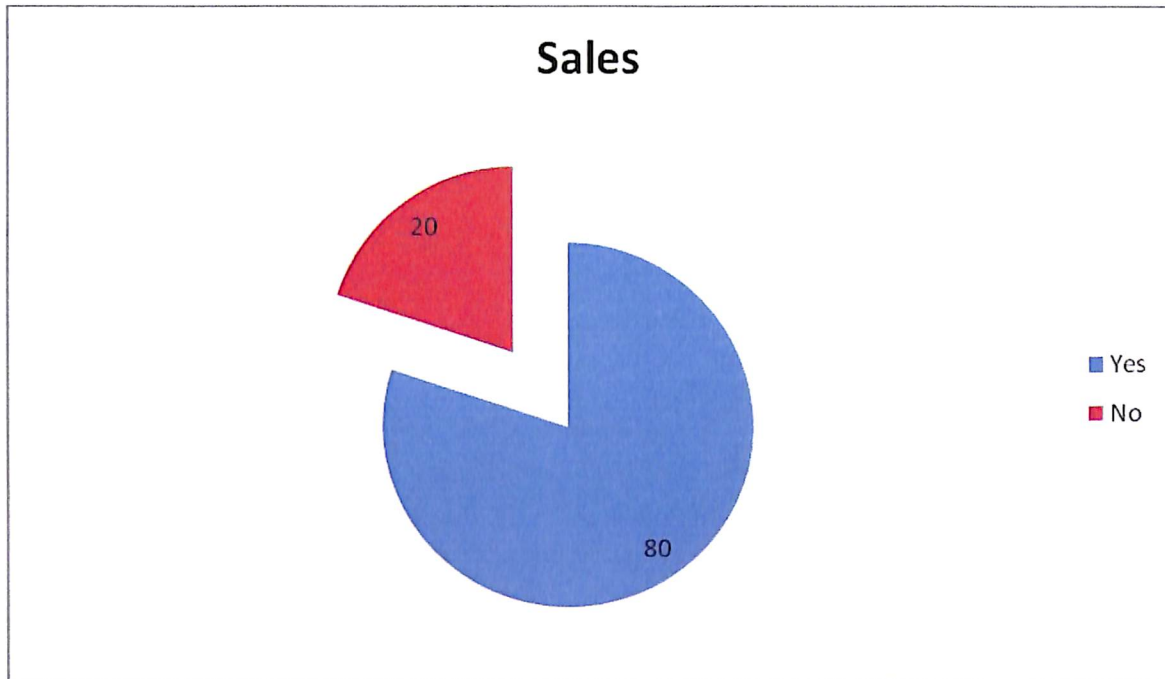
Particulars	No. of Respondent	Percentage
Outstanding	12	24%
Excellent	10	20%
Good	15	30%
Average	13	26%
TOTAL	50	100%



Q3: Is the supply chain management department is having sufficient transportation?

Table and Graph 3

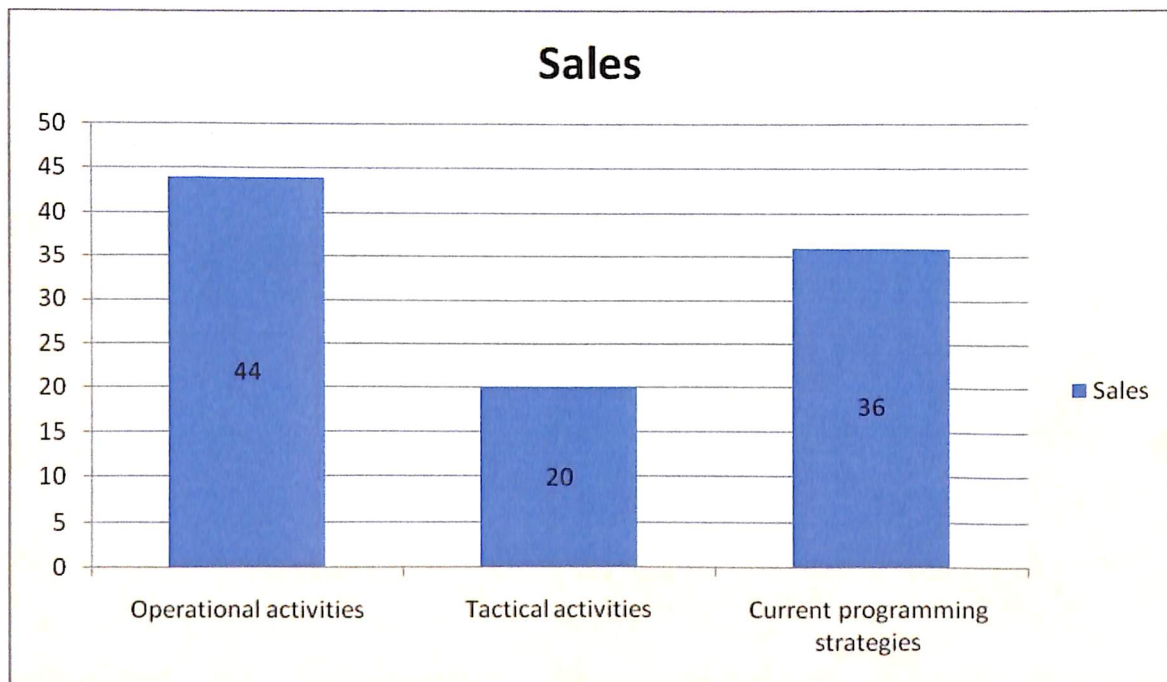
Particulars	No. of Respondent	Percentage
Yes	40	80%
No	10	20%
TOTAL	50	100%



Q4: According to the current growth process of the organization, which of the following needs much attention and progress to boost the production?

Table and Graph 4

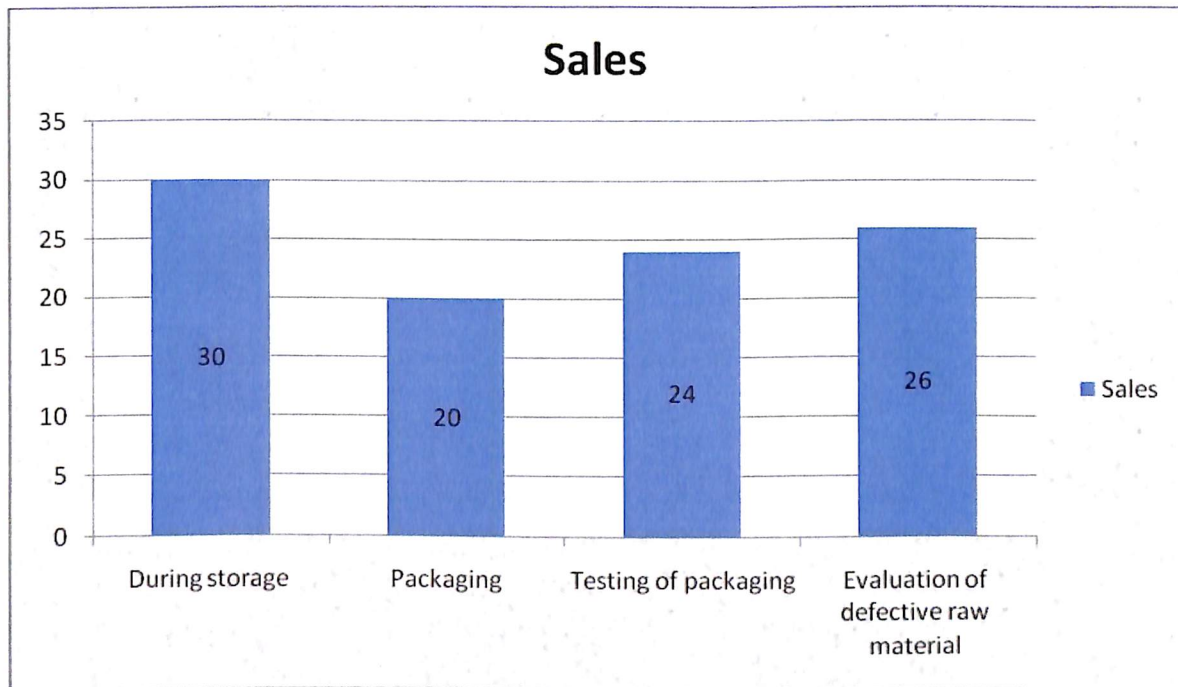
Particulars	No. of Respondent	Percentage
Operational activities	22	44%
Tactical activities	10	20%
Current programming strategies	18	36%
TOTAL	50	100%



Q5: Choose the right option, where the supply chain department is facing problem in taking care of the raw material?

Table and Graph 5

Particulars	No. of Respondent	Percentage
During storage	15	30%
Packaging	10	20%
Testing of packaging	12	24%
Evaluation of defective raw material	13	26%
TOTAL	50	100%



Q6: How do you rate the delivery activity of the department?

Table and Graph 6

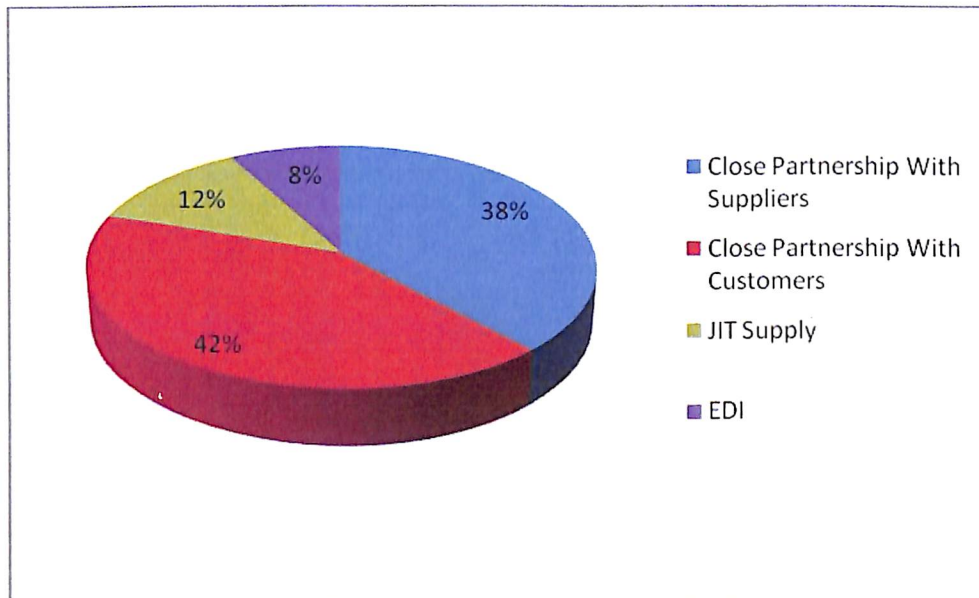
Particulars	No. of Respondent	Percentage
Excellent	20	40%
Very effective	10	20%
Good	20	40%
TOTAL	50	100%



Q7. How do you manage your supply chain?

Table and Graph 7

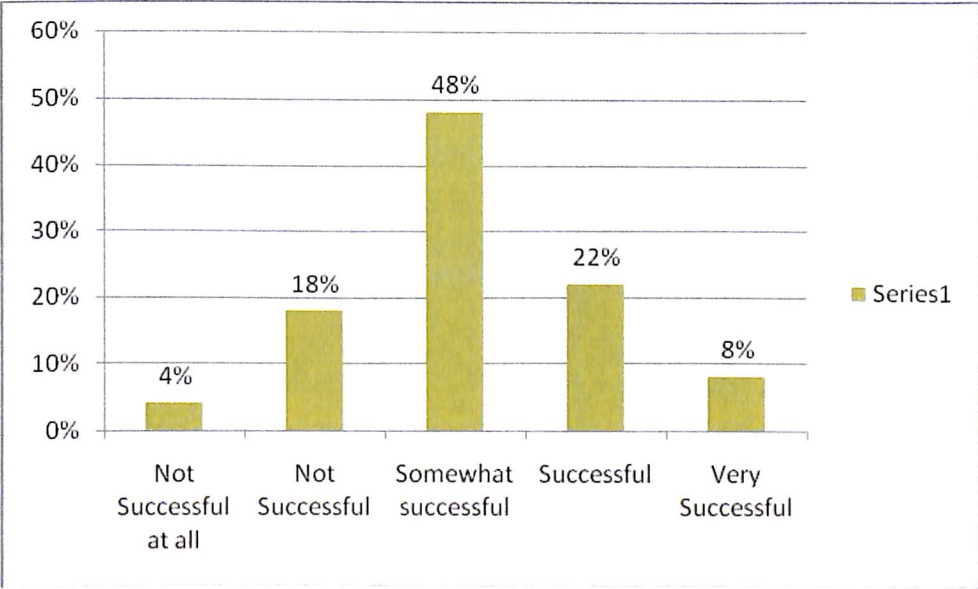
Particulars	No. of Respondent	Percentage
Close Partnership With Suppliers	19	38%
Close Partnership With Customers	21	42%
JIT Supply	6	12%
EDI	4	8%
TOTAL	50	100%



Q 8. How successful do you think is your company in managing its supply chain in general?

Table and Graph 8

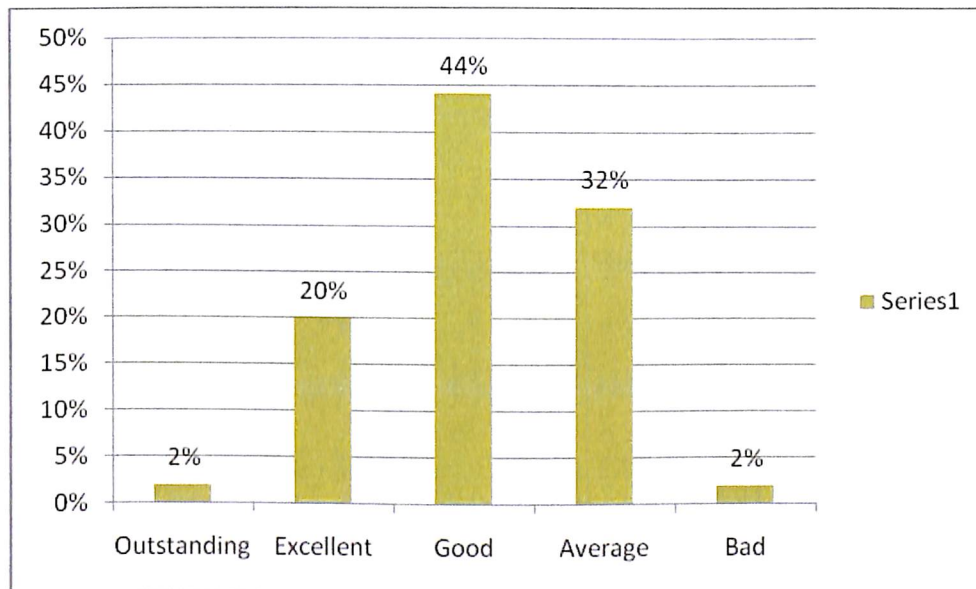
Particulars	No. of Respondent	Percentage
Not Successful at all	2	4%
Not Successful	9	18%
Somewhat successful	24	48%
Successful	11	22%
Very Successful	4	8%
TOTAL	50	100%



Q9. Supply Chain Management of FedEx is?

Table and Graph 9

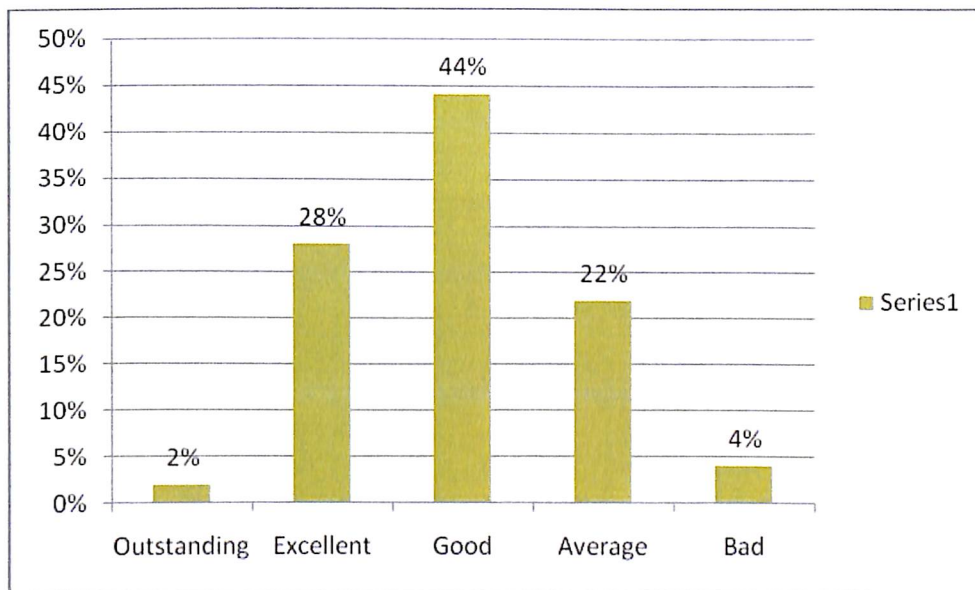
Particulars	No. of Respondent	Percentage
Outstanding	1	2%
Excellent	10	20%
Good	22	44%
Average	16	32%
Bad	1	2%
TOTAL	50	100%



Q10. Brands and products availability in FedEx is!

Table and Graph 10

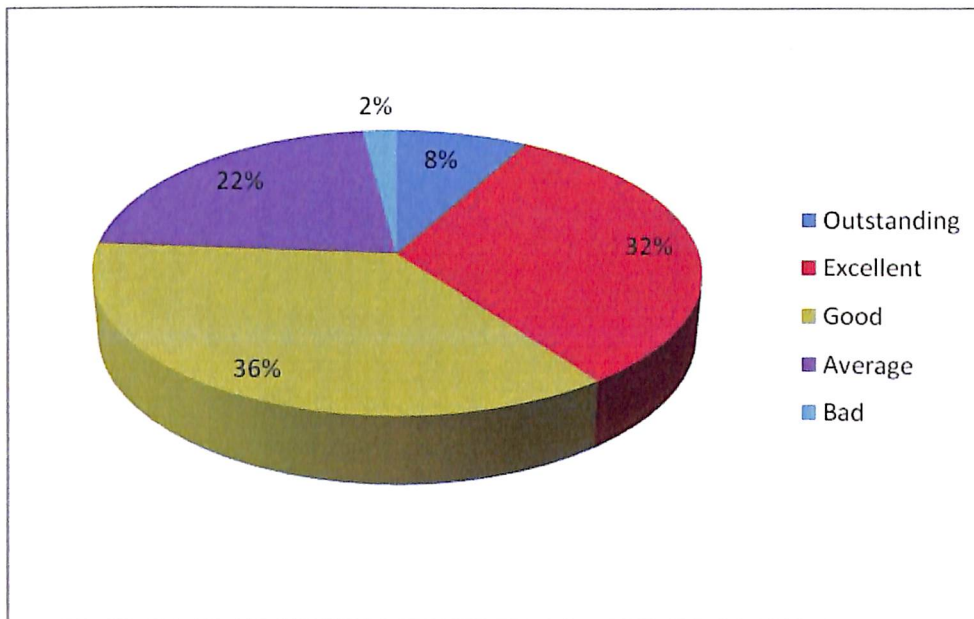
Particulars	No. of Respondent	Percentage
Outstanding	1	2%
Excellent	14	28%
Good	22	44%
Average	11	22%
Bad	2	4%
TOTAL	50	100%



Q11. Services offered by FedEx is!

Table and Graph 11

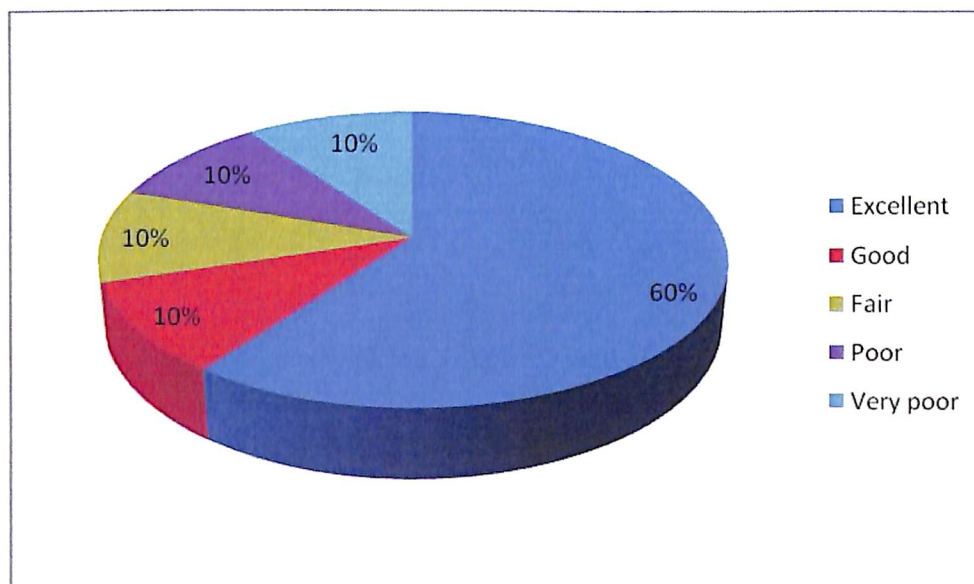
Particulars	No. of Respondent	Percentage
Outstanding	4	8%
Excellent	16	32%
Good	18	36%
Average	11	22%
Bad	1	2%
TOTAL	50	100%



Q12. What is the Performance Scale System of FedEx?

Table and Graph 12

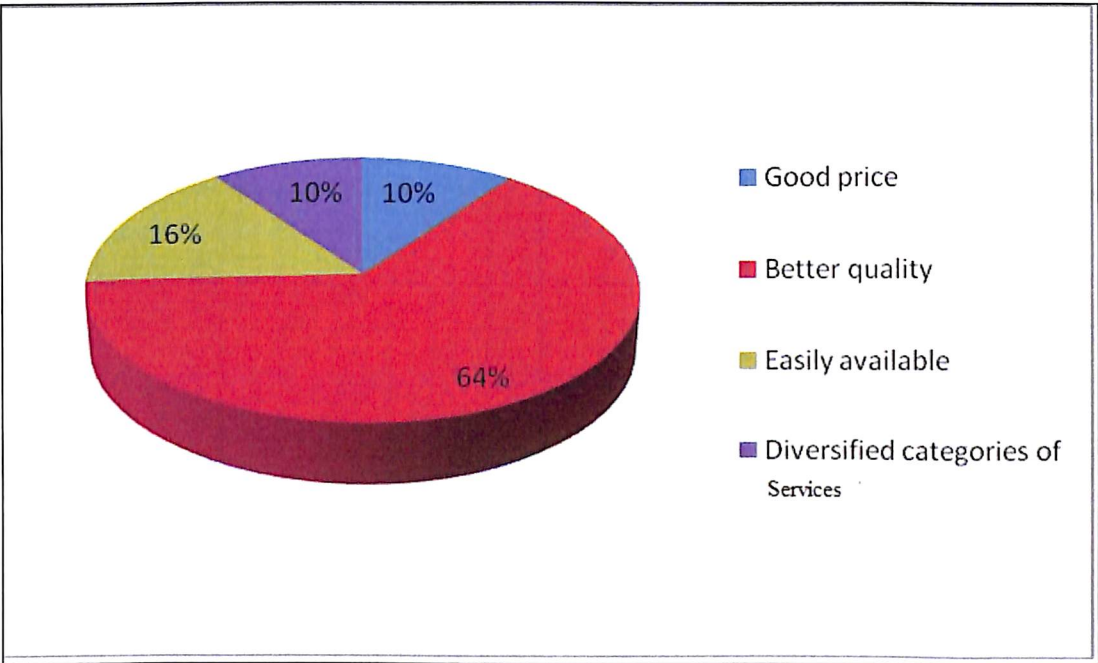
Particulars	Percentage
Excellent	60%
Good	10%
Fair	10%
Poor	10%
Very poor	10%



Q13. Why do you use FedEx Services?

Table and Graph 13

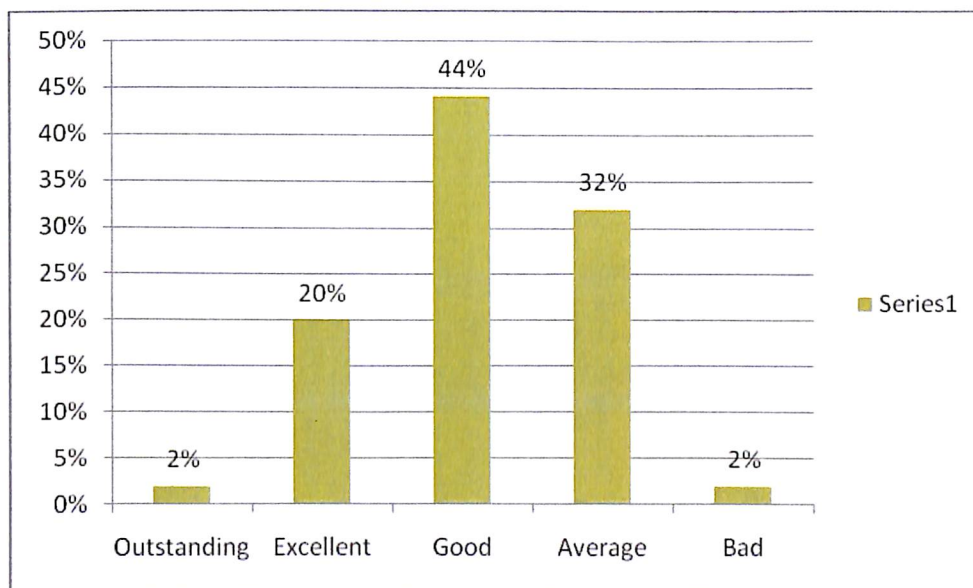
Particulars	Percentage
Good price	10%
Better Services	64%
Easily available	16%
Diversified categories of Services	10%



Q14. Logistic & distribution Management of FedEx is?

Table and Graph 14

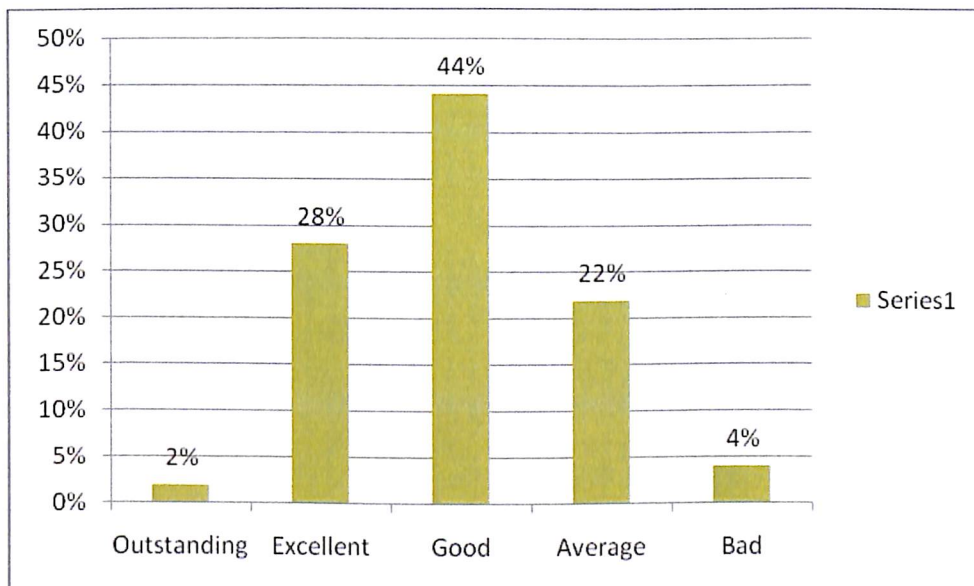
Particulars	No. of Respondent	Percentage
Outstanding	1	2%
Excellent	10	20%
Good	22	44%
Average	16	32%
Bad	1	2%
TOTAL	50	100%



Q15. Brands and products availability in FedEx is?

Table and Graph 15

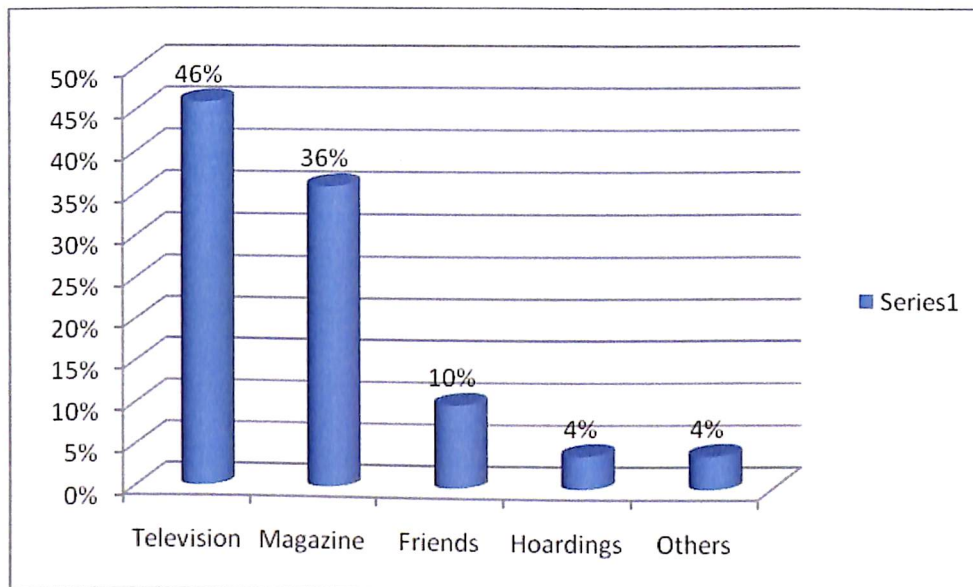
Particulars	No. of Respondent	Percentage
Outstanding	1	2%
Excellent	14	28%
Good	22	44%
Average	11	22%
Bad	2	4%
TOTAL	50	100%



Q16. How the Respondent did come to know about the FedEx?

Table and Graph 16

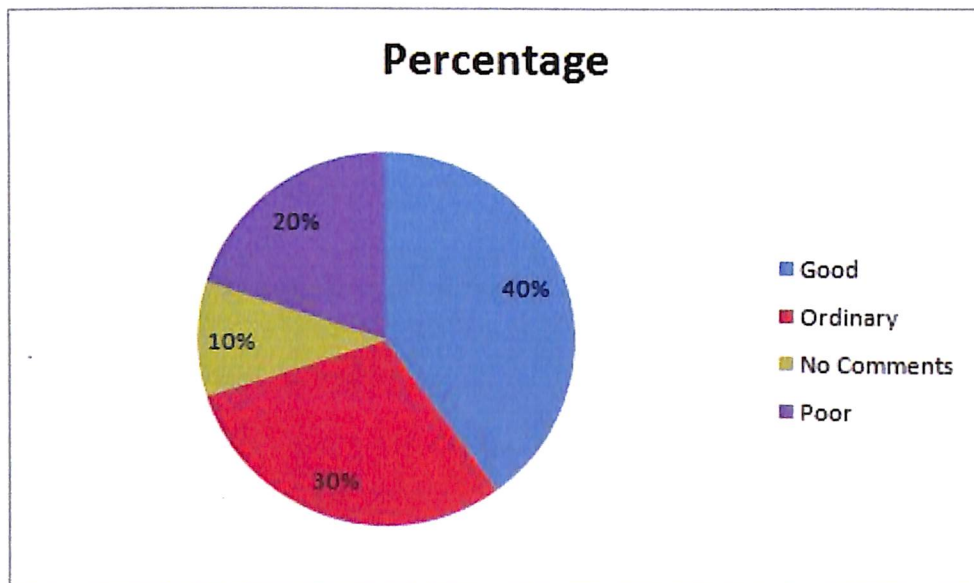
Particulars	No. of Respondents	Percentage
Television	23	46%
Magazine	18	36%
Friends	5	10%
Hoardings	2	4%
Others	2	4%
Total	50	100%



Q17. What is your perception about FedEx distribution services?

Table and Graph 17

Particulars	No. of Respondents	Percentage
Good	20	40%
Ordinary	15	30%
No comment	5	10%
Poor	10	20%
Total	50	100%



CHAPTER -5

INTERPRETATION OF RESULT

Table and Graph 1: Is supply chain management having all the address of the developer branches of FedEx?

70% of the respondents are agree that supply chain management having all the address of the developer branches of FedEx. 30% of the respondents are not agree that supply chain management having all the address of the developer branches of FedEx.

Table and Graph 2: Rate the working strategies of supply chain management department on the basis of the current programs in FedEx?

24% of the respondents give Rate Outstanding about the working strategies of supply chain management department on the basis of the current programs in FedEx. 20% of the respondents give Rate Excellent. 30% of the respondents give Rate Good. 26% of the respondents give Rate Average.

Table and Graph 3: Is the supply chain management department is having sufficient transportation?

80% of the respondents are agree that supply chain management department is having sufficient transportation. 20% of the respondents are not agree that supply chain management department is having sufficient transportation.

Table and Graph 4: According to the current growth process of the organization, which of the following needs much attention and progress to boost the production?

44% of the respondents says that Operational activities needs much attention and progress to boost the production. 20% of the respondents says that Tactical activities needs much attention and progress to boost the production. 36% of the respondents says that Current programming strategies needs much attention and progress to boost the production.

44% of the respondents says that Operational activities needs much attention and progress to boost the production.

Table and Graph 5: Choose the right option, where the supply chain department is facing problem in taking care of the raw material?

30% of the respondents says that supply chain department is facing problem in taking care of the raw material for During storage. 20% of the respondents says that supply chain department is facing problem in taking care of the raw material for Packaging. 24% of the

respondents says that supply chain department is facing problem in taking care of the raw material for Testing of packaging. 26% of the respondents says that supply chain department is facing problem in taking care of the raw material for Evaluation of defective raw material.

Table and Graph 6: How do you rate the delivery activity of the department?

40% of the respondents rate Excellent for delivery activity. 20% of the respondents rate Very Excellent for delivery activity. 40% of the respondents rate good for delivery activity.

Table and Graph 7. How do you manage your supply chain?

38% of the respondents are satisfied by the close partnership with suppliers and 42% are satisfied with the close partnership with customers.

Table and Graph 8. How successful do you think is your company in managing its supply chain in general?

48% of the respondents believe that their company is somewhat successful and 22% do believe that their company is successful whereas 4% don't believe in the success of company in managing its supply chain.

Table and Graph 9. Supply Chain Management of FedEx is?

Out of 50 respondents, 44% of respondents says good supply chain in FedEx 32% says average and 20% respondents says excellent. But 2% says outstanding supply chain and 2% says bad supply chain management.

Table and Graph 10. Brands and products availability in FedEx is!

Out of 50 respondents, Overall 54% customer are satisfied by the availability of brand and products in FedEx., 22% customer product availability is average rest said it is bad. Some people think there is no good brands and products availability in FedEx

Table and Graph 11. Services offered by FedEx is!

Out of 50 respondents, Maximum number of respondent i.e. 76% is satisfied by services of FedEx. rest 24% is not satisfied. Some customer never used this facility.

Table and Graph 12. What is the Performance scale System of FedEx?

The Above Graph Shows that Performance of FedEx services 60% say excellent, 10% say good, 10% say Fair, 10% say Poor and 10% say Very poor.

Table and Graph 13. Why do you use FedEx Services?

From the above graph shows that 10% of the respondents say good price, 64% say Better Services, 16% due to easily available and 10% respondents use its services due to diversified categories of services.

Table and Graph 14. Logistic & distribution Management of FedEx is?

Out of 50 respondents, 44% of respondents says good logistic & distribution in FedEx 32% says average and 20% respondents say excellent. But 2% says outstanding logistic & distribution and 2% says bad logistic & distribution management.

Table and Graph 15. Brands and products availability in FedEx is?

Out of 50 respondents, Over all 54% customer are satisfied by the availability of brand and products in FedEx , 22% customer product availability is average rest said it is bad. Some people think there is no good brands and products availability in FedEx

Table and Graph 16. How the Respondent did come to know about the FedEx ?

From the above graph shows that 46% of the respondents came to know of FedEx through Television, 36% of the respondents through magazines, 10% of the respondents through the Friends and 4% of respondents from Hoardings, 4% of respondents through others. The above graph explained that majority of respondents are Television and Magazines.

Table and Graph 17. What is your perception about FedEx distribution services?

The above graph reveals that good perception comes from 40%, 30% have ordinary perception about the FedEx services and rest by 10% has No Comment, 20% have poor perception.

CHAPTER – 6

CONCLUSION AND SCOPE FOR FUTURE WORK

6.1 CONCLUSION

Several organisation like FedEx and Pantaloons are becoming aware of the emerging paradigm of inter-network competition, and that the successful integration and management of the supply chain management processes across members of the supply chain can verify the final word success of the only enterprise. Organizations exist in supply chains whether or not the relationships are managed or not. Managing the supply chain cannot be left to likelihood. A prerequisite for successful SCM is to coordinate activities within the firm by implementing the eight supply chain management processes using cross-functional teams. The partnership model is a tool that can be used to structure these cross-functional relationships with key customers and suppliers. Failure to implement cross-functional business processes will result in missed opportunities that with the level of competitiveness faced by most firms can no longer be tolerated. For example, a manufacturer of consumer durable goods implemented a rapid delivery system that provided retailers with deliveries in 24 or 48 hours anywhere in the India. The rapid delivery system was designed to enable the retailers to improve service to retail consumers while holding less inventory and thus improving per unit profitability. After doing this project We understand how exactly the work is done in the supply chain but after observing many things We reach to the conclusion that there are still many gaps in the supply chain of the company and we must try our best to fulfill these gaps so that we provide better service to our customers and also also cut back our operating expense because we are in worth merchandising thus solely cut provides us higher margins and to archive all this we've to figure exhausting and make robust relation with our vendors, logistics service provider and with our customers

Distribution is an important activity in the integrated supply chain management of ceutical products. To maintain the initial quality of ceutical merchandise and integrity of distribution chain, FedEx complies with applicable legislations and regulations, and strictly adheres to “Good Distribution Practices” & “Good Storage Practices”.

Its state-of-the-art facilities are designed to comply with USFDA guidelines. All producing facilities have controlled temperature and relative humidity, secured

warehouses for finished goods and transportation vehicles to move finished goods from the manufacturing site to the central warehouse. FedEx ensures that goods are shipped in closed, clean and secured vehicles.

Each vehicle has GPS to track and ensure safe transit.

Central warehouse is specifically designed and engineered with separate storage sections with regard to specific conditions to accommodate and preserve merchandise. The distribution of products from the central warehouse to carry and Forwarding is completed in closed vehicles as per FEFO/FIFO.

Fully integrated technology and service meet the immediate want of health care market from producing to final sales and lead to synergies of revenue.

- FedEx provides better logistic & distribution services.
- Brands and products availability in FedEx is up to the mark.
- Discounts and offers doing well in the FedEx ..
- In offer days the distribution management is good.
- Quality in products is up to the mark.

6.2 SUGGESTIONS

- While dealing with the decisions regarding the implementation of e-business in the process of supply chain, companies should look for the strategy that is most appropriate for the unusual processes combined with the blueprint of the operation. It is in the main vital for those small organisations that cannot invest immense money at explicit period of time.
- Managers should carefully consider coherence between the internet tools to adapt choices in terms of integration with customers and supplies.
- The internet can support and facilitate information sharing, both in collaborative or in market-type relationships, or can be used to support closer integration (system coupling) with the partners (Cagliano et al, 2005).
- Prior to a client switching to a new SCM system there should be adequate testing to see if the system meets the client's requirements.
- When a standard supply chain template is modified to suit a customer's requirements, particular care should be used in the implementation and provider firms should be very insistent that client forms follow the provider's implementation methodology (Sridharan et al, 2005).

6.3 RECOMMENDATIONS

- Create awareness & manage supply chain services properly
- There should be proper assortment of various product categories.
- Proper training should be provided to sales person so that they can deal with the customer efficiently.
- Various schemes and offers can be provided to them and attract new customers (Use pull strategy).

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