



**A STUDY ON SUPPLY CHAIN MANAGEMENT**

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Further, I certify that the work is based on the investigation made, data collected and analysed by her and it has not been submitted in any othry 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 if degree of MBA.

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**CHAPTER-1**  
**INTRODUCTION**

# INTRODUCTION

## **Supply chain management:**

A production network is a game plan of sub-providers, providers, internal assignments, exchange customers, retail customers, and end customers. Store network the board is a circle that begins with the client and completes the client. It requires taking a gander at your business as one consistent strategy that ingests such commonly evident cutoff points as imagining, obtaining, hoarding, task and deals, and showing into an enterprising development of business association. Under this the utilitarian 'stove channels' of corporate movement are uprooted by divisions sifted through as a pipeline that stretches out between an affiliation's providers and its customers. Joined stock network the directors is a strategy orchestrated, encouraged way to deal with oversee ensuring about, making and giving things and administrations to customers. ISCM has a wide degree that merges sub-providers, inside assignments, exchange customers, retail customers and end customers. ISCM covers the administration of material, data and assets stream. Store network the board is the astute advancement of movements in coordination's the authorities. Physical course the executives encouraged two cutoff points, giving stock decrease profits by the use of quicker, logically visit and particularly, powerfully reliable transportation.

Second stage in SCM's improvement, the coordination's stage saw the advancement of the social affair, obtainment and sales as far as possible. This was maintained by electronic information trade, all around correspondences, and the making receptiveness of PCs to store information and perform assessments.

The third and current stage is the merged store network the heads arrange. To the broadening chain of cutoff points being joined, providers toward one side and customers at the other have been fused. This has changed into a seven-work production network, colossally more impulsive than as far as possible physical dissipating chain. To deal with this capriciousness, we depend upon electronic information, electronic finances move, higher data transmission correspondences, and mechanized choice earnestly consistent networks for masterminding and for execution. Arranging is a key part as well.

The going with time of stock network the heads, super store network the heap up for need of an unparalleled term will join more cutoff points, for example, thing movement, progressing and client administration. It will be empowered by altogether further made correspondences, better and all the more clear mechanized choice earnestly consistent networks and expanded preparing.

Parts confining production network the authorities

From the different factors possibly included, it is recognized that six business and financial powers will most effect future production network management. These breakers the three outside components: buyer solicitations, globalization and data/correspondence. Three extra subjects that will be fundamental to future stock network plan: competition, rule and trademark concerns. Notwithstanding the way that various segments, for model, framed work and transportation headway may expect an employment they will be colleague in depicting store network the authorities'

## **PROBLEM STATEMENT**

In light of the way that nimbly chains fill in as a structure or network, issues experienced in one bit of the deftly tie penetrate through to the whole deftly chain. This can provoke progressively critical inefficient viewpoints in the deftly chain all in all. More consideration should be given with the impact of exercises and decisions in a solitary bit of the smoothly chain on the rest of the deftly chain to ensure best decisions for the deftly chain in general. As a result of the poor force of the South African vehicle industry in assessment with overall contenders, the request could be presented if the SCM approach is executed to the farthest reaches with a consideration on nimbly chain wide courses of action and efficiencies as opposed to those of individual social events in the deftly chain. The issue investigated in this assessment endeavors to find a reaction to the going with request



## **NEED FOR THE RESEARCH**

The material securing (mentioning and transport) stage is especially fundamental to the productive execution and satisfaction of any endeavor. The individual responsible for getting materials or the purchasing office, by virtue of a gigantic association, needs to ensure that the correct materials in the perfect sums are mentioned. They moreover need to affirm the release dates at which the material is required and doubtlessly determine those movement dates similarly as the zone of transport to the supplier. The point of convergence of the securing decision center point joins how much material to buy, when to buy this material, which supplier to pick and where to pass on this material. The decision of the sum to buy is basic to ensure that material sums required are open and that there are no material inadequacies. From the gatherings, it was found that by far most of the electrical brief laborers buy a great deal of their material early subject to handle staff purchase requests without organizing which sum is required. This result in additional costs related with limit charges, hurt during limit, and re-dealing with on account of room requirements. Electrical impermanent specialists acknowledge that these costs are minor when appeared differently in relation to deferrals and work costs if the material isn't open when required

## **OBJECTIVES OF THE STUDY**

1. To contemplate production networks the board at Coca cola Pvt Ltd.
2. To consider generation process at Coca cola Pvt Ltd.
3. To consider flow course of action of Coca cola Pvt Ltd.
4. To pivot thing dispersing process.
5. To examine transport the board framework.

# RESEARCH METHODOLOGY

## INSPECTING METHOD

Accommodation analyzing was utilized by the specialist since it is essential and awful to amass information. Likewise the majority size was gigantic to cover so it was flawless to utilize accommodation evaluating.

### Information grouping

Both primary comparatively as secondary research method has been merged for setting up this last report.

## PRIMARY DATA

- Observation
- Personal interviews

## SECONDARY DATA:

Observations - it is the systems continually and recording data without introducing express solicitation from the respondents. The upside of this strategy is that it is fundamentally sensible to give data asked to.

Solitary gatherings - in this method I speaks to the solicitation from the perform in the sales questions are recorded and record the suitable reactions.

## Trial OF THE DATA: 30

## Wellsprings OF DATA

- Google Web
- OTHER WEBSITES

## **OUTCOME OF THE STUDY**

A database of the significant number of decisions and parameters required, for every decision center to be thought of ought to be developed. The test is to consider all the segments that could have an impact in the specific decision to be made and give the most down to earth course of action, anyway the plan that could all the more probable serve the EC needs at that particular second. An importance of the data, models, boss and procedures that make up the data and a mapping of their associations and usages is a key first endeavor towards building composed decision help for the legally binding laborer. The term "data management" has become the apparent name for this definition and sorting out of these "data parts" that an affiliation uses to choose. Understanding the data is the underlying advance to supervise it satisfactorily and to file it. For our inspiration, the management of the data requires portraying the parts and the decision standards related with every particular decision. Figuratively speaking, different alternatives and parameters considered to choose decisions at every decision center ought to be clearly described. This strategy ought to be cultivated for every decision center point that will be considered in the assessment.

**CHAPTER-III**  
**LITERATURE REVIEW**

## LITERATURE REVIEW

Over the capable decade, the satisfactory buying and exactness capacities get procured into a more extensive basal admission to abstracts and directing controlling acclimatized as SCM. This plan intends to test the SCM change and the components that procure beset it. By episodic these elements, we will get included bits of knowledge SCM.

Different meanings of SCM secure been offered over the capable 20 - 30 years, however none of these definitions is widespread. The truncation of an acclimatized variation of SCM is in allotment because of the manner in which the ingestion of promotion rotation has been created (Croom et al, 2000). The retention of increase rotation has been reckless from adjusted authenticity of completion in adjusted assemblages of writing. Such a multidisciplinary abettor makes it hard to emerge up with an acclimatized rotation of SCM. In spite of the boundaries to accomplish an acclimatized rotation of SCM, Mentzer et al (2001) endeavor's to admix two definition, one for promotion variation and one for SCM, by inexhaustibly pronounce various meanings of the agreeing "flexibly chain" and "Supply Alternation Management". Their definitions are:

A promotion variation is a "lot of three or included substances once more winding in the upstream and a short time later breeze of items, administrations, accounts, and reprimand from a front to the client" (Mentzer et al., 2001, p. 4).

Gracefully variation managing is "the precise, basal portion of the satisfactory business capacities and the confirmation over these business capacities aural a real promotion or more businesses aural the increase chain, with the end goal of wandering long-designation achievement of the deserted organizations and the promotion shift all in all" (Mentzer et al., 2001, p. 18).

In the old portion of this paper, is acclimatized the SCM change history, expansiveness the most recent retention clashing is the All-around Accession Alternation Administering (GSCM). Firms are flourishing greater than they accustomed to be, and they gain capable economies of course of action and with the achievement of

Trade liberalization behavior they are internationalizing their businesses to gradual addition the everyman wellsprings of information sources and developing markets to familiarize their items. The ingestion of SCM isn't flourishing for tolerating capable and progressing in the new mood that is the reason new retention and overseeing methodologies are developing. By expository at the change history of SCM, we intensely can see that there are immense changes in the manner firms accustomed to accomplish in the variation and the manner in which they are operating at this point. What are the elements that secure added to SCM advancement? In the stand part, this plan expects to acknowledgment to this inquiry, by inspecting the SCM recondite and by deducting abstracts from the high up change history. It ought to be acclaimed that, there are linkages in the midst of the components that procure beset the difference in SCM and the variables that influence the promotion rotation achievement in light of the fact that with the difference in the SCM the achievement of promotion variation has expanded.

## **SUPPLY CHAIN MANAGEMENT EVOLUTION**

During 1950s and 1960s the reflection of SCM was obscure, and in this period, new antique improvement was unresponsive and included alone in the nearby own innovation and limit. Record absorptive water passage operations in acclimation to propel a counterbalanced band low, steady in gigantic investment in plan in real life (WIP) account (Tan, 2001). Moreover, issues issue with buying was separated from everyone else by supervisors around then, back buying was prompted as a record to get together (Famer, 1997). Expanding get together was the capital cold of this period; little highlight was on pleasing and cardinal customer provider organization. As indicated by Tan (2001), administration innovation and capacity with deal or suppliers was exhorted excessively chancy and unsuitable.

Tan (2001) contends that, during the 1970s, directors got familiar of the enormous WIP on achievement cost, new ancient rarity advancement, quality, and gathering time. One of the variables of this additional associate was the option of Accomplishment Resource Planning (MRP). The concentration in this age transformed; it was not simply get to get together through overextension the moored sum to a greater accomplishment (economies of scale), rather, to get to execution. Its expansion (MRP) in arranging the assets of the nearby verifications this.

During the 1980s and native 1990s, firms managed included requests for "better, quicker, less expensive calculated help". Subsequently, flourishing makers redistributed sharpness exercises and their center moved to sum capabilities (Daugherty, 2011). As indicated by Daugherty (2011), the in the open air master introduced a financially relevant office of achieving bounty and productivity. In this manner, flourishing articles went included for an understanding – forceful access with their provider and client. They acknowledged the stipends of obliging accord with the additional organizations in the modified shift levels (Stank et al, 1999). Smelled et al (1999), appearance in their cardboard a portion of the points of interest and stipends this obliging accord had: collaboration growth through total capacity and assets, greater arranging and backing, bargain of data and aggregate botheration fathoming. Another insight that harrowed the connection in the midst of provider – customer was the additional overall threat (Tan, 2001).

The expansion of Enterprise Resource Planning (ERP) during the 1990s, gave an expansion to the difference in the SCM and customer - provider relationship. Movahedi et al (2009) contends, while EDI - Electronic Data Interchange frameworks were restless principally with entomb – definitive integration, ERP frameworks were issue for the most part with after - legitimate integration. The change precedes in the 21st age with the improvement of included grown-up IT

Frameworks (internet - based bandage frameworks), which are on edge for both between authoritative connection and intra-hierarchical integration. In addition, the understanding customer – provider in this age acknowledge gone one-advance forward, from acclimated association to standing accord and cardinal coalitions. Producers and retailers now much of the time achievement provider qualities and innovation in projection of new ancient rarity improvement, administration channels, sum abbreviated version and so on. (Morgan and Monczka, 1995).

The most recent pattern of progress in the SCM is the development show up frameworks of provider relations over municipal limits and into included landmasses (Movahedi et al, 2009). GSCM is the most recent reflection outsider to the theoretical of SCM. Firms are plentiful greater than they accustomed to be. They acknowledge achieved economies of calibration and with the establishment of trade progression behavior they are internationalizing their businesses to procurement the everyman wellsprings of sources of info and developing



markets to promote their items. The deliberation of SCM isn't inexhaustible for getting capable and forceful in the new climate that is the reason new reflection and administration procedures (for example GSCM) are developing. A chip gathering variation gives abundant forceful favorable position to the alone entertainers pleasing in the chain. In the created economies, there is a turnaround from close – close enmity to rotation – variation opposition (Koh et al, 2007; Lummus et al, 1998, Morgan and Monczka, 1996, Anderson and Katz, 1998).

A few creators acknowledge narrative the difference in aggregation shift administration into stages (Movahedi et al, 2009; Ballou, 2007). Movahedi et al, (2009) episodic SCM change into three phases:

1. Creation time, begins (1980s) if the customer – provider acknowledged the stipends that an obliging accord offers. In this period, we arrangement for the native time the sobriquet SCM.
2. Integration time, begins (1990s), the IT frameworks (ERP, EDI and so forth.) are presented. These frameworks center not the only one in dealing with the assets of the alone close yet as well the assets of the chip gathering chain.
3. Globalization period begins with the origination of the trade advancement behavior and the establishment of foundation, for example, World Barter Organization (WTO) and included sweeping establishments that understanding with worldwide/local deal arrangements.

As indicated by Ballou (2007) SCM isn't new; it is a difference in buying and administration work. The association of these two capacities has produced what we caution SCM. Figure 1 shows the difference in SCM as announced by Ballou (2007). He has recounted the difference in SCM into three phases.

- Activity penetrate – 1950s and 1960s
- Activity association – 1960s to 2000
- Supply revolution administration – 2000+

## FACTORS THAT HAVE AFFECTED SCM EVOLUTION

This designation of this cardboard endeavor to separate the components that recognize tormented the SCM change by investigating the SCM composing. Three segments appear from the sworn statement of Porter (1994), and La Londe and Masters (1994) for their passage on the SCM improvement. These factors are:

1. The point of convergence of firms to die down expense
2. The extra generally contention
3. Firms cold to get to limit and execution

By means of taking a gander at the distinction in SCM articulated over, the author deducts that these three parts recognize get to the change during the 1980s and local 1990s. During that period, firms defied incorporated all-around contention. In addition, the associations' capital focuses in those years were the way to reduce cost, get to limit and execution. By investigating various roads with respect to cardinal association, articles accomplished the settlements of a chip SCM (Tan, 2001).

Another office that has troubled the distinction in SCM is the accomplishing of IT structures like EDI and ERP in the movement of SCM (Movahedi et al, 2009). As demonstrated by Ellram et al., (1989) IT systems like EDI recognize a logical activity in SCM. The alteration in these IT systems seriously has an appulse on the distinction in SCM.

Similarly the association of deal progression behavior has provoked the distinction in SCM to GSCM. Makers are developing their mechanical offices in countries, which recognize low information sources, mass (overall sourcing). As well, they are progressive expansion their business segments into making countries. These countries recognize creating markets not doused one like the made countries.

The on high factors are those that recognize shaped the SCM that withstand now days. In the maker's assessment the components that are impacting the SCM change now canicule in made countries are:

- Increasing retail assimilation – centralization and power

Changes in sucker needs

Extended associations revolve around idiot satisfaction

Concentration of accomplishment extensiveness and ingestion into pack associations

### 1. The Advice Driver

Connects all the conglomeration pivot arranges better affirmation them to the equivalent and circle air through preminent assortment move profitability. It is as well serious to the circadian operations of commemoration date in the conglomeration chain. The assortment official uses the social gathering arranging strategy that relies upon direction on offer to understand an arrangement that grants Haidri Beverages to aftermath the best possible dominant part of thing. The storehouse in control uses this direction to finish afterimage of the stockroom's record things. Direction administration helps this connecting ahead of time its admiration aural the market. It serves to definitely desire offer and catch abundance of updates, changed works of the decorations of distress factors affecting the production, overviews of contrasts from the game plan and the game-plan of offer air headedness to alteration irregularity. Reasonable and dependable advice engages the administration boss to fix lethargic typical out or swarm issues.

### 2 The Ability Driver

3 In change as per ensure the perceiving action utilization, the activity of embellishments is of prime feature in the hoarding variety of Haidri Beverages. COCA-COLA has accustomed an adaptable and a thing focused assembling limit in change as per perceive better to the air headedness looked for after. The aggregator

enhancements are incited in acclimation to suit best open comfort for the stock. The sufficient primary piece of balance settlement allows the ability to be real adaptable and to perceive to bleeding edge floods in demands set on it. In course of action with the perceiving conglomeration move action the ornament recognizes been geographically amidst bordering to the market.

## **Transport Channels**

### **Direct transport:**

Transport of area mix chambers and administration of key records: The key records are altered wholesalers, diners and lodgings like Pizza Hut, KFC, Metro which fill in as an estate for key arrangement. These are recognized as city key records and are authentic huge in comprehension of contention.

Charge Parties

Underhanded flow

Through Base bazaar traders

Through Outstation traders

Before passing on the antiquated irregularity some certain representative undertaking are followed for the assessment of vendor's abundance by Haidri:

Competitor recognizes to recognize 20 to 25 vehicles (dependent upon the zone).

Competitor recognize to recognize 20,000 occurrences of gave up bottles.

Competitor recognizes to drop Rs.1, 000,000 as a security.

Haidri uses ablaze and plentiful vehicles for safe conglomeration of appurtenances to the vendors for fitting transport. It follows the just under the wire deliberation which is helpful in Non-incidental age and not valuable in the sadness time period.

**Review and Revise Distribution:**

This is commonly done through demography over key obtainment locales. In case the support doesn't accomplish its business center around, the administration is stunned and an advancement of new advertiser is done. Appropriately COCA-COLA's accumulating is low assortment weakness.

A bit of its storing up ancestor limits are:

Fewer breakdowns

High bore

Versatile total breaking point

Create get together action

**Components Influencing Administration Arrangement Design**

At the developed level, achievement of an administration course of action should be surveyed forward two estimations:

Customer needs that are met

Cost of issue imbecile needs

The sucker needs that are met get to the association's livelihoods, which forward with mass articulate the advantage of the assortment network. While nitwit account includes multiplying gadget we will concur those measures that are troubled by the existence frameworks of the administration course of action for COCA-COLA.

Reaction Time for COCA-COLA is basal as the supreme deals for COCA-COLA are the retailers and again the purchasers. So with more than 30 collection trucks in Islamabad, COCA-COLA is promptly open to each financier aural 30 minutes. Rawalpindi has 6 distribution centers from zone the gathering to the bazaar is done through Shehzore or child vehicles.

Item Array in COCA-COLA is huge. They acknowledge manufactured their dwelling place in the bazaar with their distinctive antique band arrangement from chips to water. As we are able to use both hands with Haidri, the curio cluster incorporates drinks arrangement from the absolve Aquafina to Mountain Dew, COCA-COLA, COCA-COLA Max, 7 Up, Mirinda, Mirinda Apple and Fountain Fresh.

Customers Desire COCA-COLA and Mountain Dew the most; Mountain Dew has the cultivated consuming in Gujranwala. As of late, the deals for 250 ml bottles has diminished however they are exasperating to get to it as it gives the promotion school profits.

Accessibility of COCA-COLA is real top and the curio is reliably opened in dull at whatever point a modification shows up. At whatever point the merchants feel that a while later one stacking there could be a commonplace out they habitation a change in accordance with Haidri Beverages in already just to gather the upper room with rich cliché close by. The Distributors acknowledge 3 canicule trite as aback up with them in change of any contaminated of the bulb or included such outsider elements.

Client Experience for COCA-COLA has reliably been total as they acknowledge the antiquity with fortune and on schedule. The retailers are the supreme bargain as they homestead a change in accordance with the merchants. There has never been an abridgement or an intermission for COCA-COLA in Metro or Pizza Hut which are the key records for the organization.

Request Afterimage in COCA-COLA isn't totally ancyberbanking irregularity region you can piece of information your alteration through PC. It is added of individual to-individual colleague and one can tranquilly piece of information down their requests

through the named operators in commemoration expansiveness of Islamabad and Rawalpindi or for that account all over Pakistan.

Return capacity of COCA-COLA has reliably been genuine capable in a workforce that unacceptable things can be exchange and distressed on the spot. This is exact for both the purchasers and the retailers. COCA-COLA has set out a course of action through which they can better manage this prerequisite. The retailers are advised to yield down the remarks and the dwelling place or buzz numbers from the being who is withstanding the container. It appears at grapple that a sucker reliably needs the practiced associated of accomplishment forward every one of these measurements, in conveyance about this isn't reliably the situation.

Plan Options for Administration Network

Distributer Accumulator with Carrier Delivery

In COCA-COLA account isn't amazed by the makers at the preparing plants yet is enchanted by wholesalers/retailers in typical dispersion places and amalgamation transporters are acclimated with carriage the articles from the ordinary area to the last customer. This requires advocate finder to accumulate top degrees of record since dealer/retailer totals offer vulnerability to a lower related than the producer. Bus line costs for COCA-COLA are somewhat lower in light of the fact that a bread-and-butter approach of bus line (for instance truckload) can be dynamic for entering shipments to the stockroom, which is afterpiece to the customer. Limit mass is top because of an accident of advancement and generally ends up with school getting ready expenses. The direction life structures uncovered isn't irrationally staggering. The administration horse cover fills in as a shield amidst originator and customer. Continuous afterimage amidst exchange and creature dwelling place is uncovered yielding as afterimage amidst sucker and organizer isn't required. Response time is as well lessened. Sucker receptiveness is top and alteration afterimage with engineer aggregator gets more straightforward. Advertiser gatherer is solid wiped out fitted for ordinary to fast passionate appurtenances and it can as well handle school related of show than retail stores.

**CHAPTER-III**  
**COMPANY PROFILE**  
**INDUSTRY PROFILE**



## COMPANY PROFILE

The Coca-Cola Company is an American worldwide beverage corporation headquartered in Atlanta, Georgia. The Coca-Cola Company has premiums in the gathering, retailing and promoting of nonalcoholic beverage concentrates and syrups. The association produces Coca-Cola, created in 1886 by sedate pro John Stith Pemberton. In 1889 the formula and brand were sold for \$2,300 to Asa Griggs Candler, who merged The Coca-Cola Company in Atlanta in 1892.

The association—headquartered in Atlanta, Georgia, anyway merged in Delaware—has worked an expanded movement system since 1889: the Company by and large conveys syrup concentrate, which is then offered to various bottlers all through the world who hold prohibitive districts. The association guarantees its catch bottler in North America, Coca-Cola Refreshments. The association's stock is recorded on the NYSE and is a bit of DJIA and the S&P 500 and S&P 100 records. The Coca-Cola Company is the world's greatest producer of plastic waste (periodically disposed of improperly by customers), making in excess of 3 million tons of plastic packaging each year including 110 billion plastic containers.

### **History:**

In July 1886, sedate master John Pemberton from Columbus, Georgia made the principal Coca-Cola drink, which was advanced as obliging in the assistance of cerebral torment, to be set essentially at a deal in drugstores as a therapeutic reward, Pemberton continued mixing tests, and came to during the long stretch of May his goal, the new thing so far mysterious nor a carbonated refreshment, was set up for the market and was made available for sale.[2] Pemberton's agent, Frank M. Robinson, is credited with naming the thing and making its logo.[3] Robinson picked the name Coca-Cola because of its two rule fixings (coca leaves and kola nuts) and in light of the fact that it appeared to be an alliteration. John Pemberton had taken a break and left Robinson to make and advance, similarly as sell Coca-Cola in solitude. He propelled the drink with the limited spending that he had and succeeded.[4]

In 1889, American businessman Asa G. Candler completed his obtaining of the Coca-Cola formula and brand from Pemberton's heirs.[citation needed] In 1892, the Coca-Cola Company was authoritatively settled in Atlanta by Candler. By 1895, Coca-Cola was being

sold in each state in the union.[5] In 1919, the association was offered to Ernest Woodruff's Trust Company of Georgia.

Coca-Cola's first promotion read "Coca Cola. Delightful! Restoring! Strengthening! Invigorating!"[4] Candler was one of the primary businessmen to use advancing in a long time publicizing strategy.[citation needed] As of 1948, Coca-Cola had ensured about 60% of its bit of the general business. By 1984, The Coca-Cola Company's bit of the general business lessened to 21.8% as a result of new contenders, to be explicit Pepsi.

### **Acquisitions:**

The association has a long history of acquisitions. Coca-Cola secured Minute Maid in 1960 and in 1982, it picked up the film studio Columbia Pictures for \$692 million anyway Columbia was offered to Sony for \$3 billion in 1989.[8] It acquired the Indian cola brand Thumsup in 1993,[9] and Barq's in 1995.[10] In 2001, it obtained the Odwalla brand of common item squeezes, smoothies, and bars for \$181 million. In 2007, it got Fuze Beverage from coordinator Lance Collins and Castanea Partners for a normal \$250 million. The association's 2009 proposal to buy Chinese juice maker Huiyuan Juice Group completed when China excused its \$2.4 billion offer, on the grounds the resulting association would be a virtual monopoly.[15] Nationalism was in like manner thought to be a clarification behind rashly finishing the course of action.

In 2011, it picked up the remainder of the stake in Honest Tea, having bought a 40% stake in 2008 for \$43m.[17] In 2013, it settled its obtaining of ZICO, a coconut water company. In August 2014, it acquired a 16.7% (at present 18.5% in view of stock buy backs) stake in Monster Beverage for \$2.15 billion with a decision to construct it to 25%, as a part of a long-term key association that consolidates advancing and allotment intrigue, and item offering swap.[21] In 2015, the association took a minority stake ownership ignored pressed juice producer, Suja Life LLC. In December 2016, it bought a critical number of the past SABMiller's Coca-Cola operations.[24] The Coca-Cola Company guarantees a 68.3% stake in Coca-Cola Bottlers Africa. Coca-Cola Bottlers Africa's focal station arranged in Port Elizabeth South Africa.

In 2017, The Coca-Cola Company increased Mexican sparkling water brand Topo Chico. On August 31, 2018, it agreed to get Costa Coffee from Whitbread for £3.9bn. The obtainment shut on 3 January 2019.

The Coca-Cola Company obtained a 40% stake in Chi Ltd on January 30, 2016. The Coca-Cola Company got the remaining 60% stake in Chi Ltd on January 30, 2019.

During August 2018 The Coca-Cola Company obtained Moxie for an undisclosed total.

On September 19, 2018 The Coca-Cola Company obtained Organic and Raw Trading Co. Pty Ltd the creator of MOJO Kombucha in Willunga, Australia.

On August 14, 2018 The Coca-Cola Company detailed minority energy for Body Armor.

On October 5, 2018 The Coca-Cola Company secured a 22.5% stake in MADE Group from the association's 3 creators; Luke Marget, Matt Dennis and Brad Wilson. The Coca-Cola Company has a 30.8% stake in Coca-Cola Amatil Ltd; thusly The Coca-Cola Company guarantees a further 6.93% stake in MADE Group through its ownership stake in Coca-Cola Amatil Ltd.

### **Pay and arrangements:**

The Coca-Cola Company's Minute Maid bundle North America work environments in Sugar Land Town Square, Sugar Land, Texas, United States

According to The Coca-Cola Company's 2005 Annual Report, the firm around then sold savor things abundance of 200 countries. The 2005 report further communicates that of the more than 50 billion reward servings of various sorts ate up far and wide, step by step, drinks bearing the trademarks controlled by or approved to Coca-Cola speak to generally \$1.5 billion. Of these, drinks bearing the trademark "Coca-Cola" or "Coke" spoke to around 78% of the association's total gallon bargains.

In 2010, it was pronounced that Coca-Cola had become the chief brand to top £1 billion in

yearly UK fundamental food thing bargains. In 2017, Coke bargains were down 11% from a year sooner as a result of customer tastes moving interminably from sweet refreshments.

**Stock:**

Confirmation of Purchase Class A Stock for 20 Shares of The Coca-Cola Company, gave 20. February 1929

Since 1919, Coca-Cola has been an exchanged on an open market association. Its stock is recorded on the New York Stock Exchange under the ticker picture "KO".[48] One share of stock purchased in 1919 for \$40, with all profits reinvested, would have been worth \$9.8 million of each 2012, a 10.7% yearly addition balanced for inflation.[49] A predecessor bank of SunTrust got \$100,000 for embracing Coca-Cola's 1919 open commitment; the bank sold that stock for over \$2 billion in 2012.[50] In 1987, Coca-Cola before long got one of the 30 stocks which makes up the Dow Jones Industrial Average, which is ordinarily referenced as an intermediary for financial trade execution; it had as of late been a Dow stock from 1932 to 1935.[51] Coca-Cola has conveyed a profit since 1920 and (beginning at 2019) has extended it consistently for 57 years. Stock is available from a prompt purchase program, through Computershare Trust Company, anyway unlike various tasks, has investment charges.

**Staff and management:**

The following are key management as of May (excluding VIP positions & regional leaders):

James Quincey (Chairman of the Board and Chief Executive Officer)

Brain Smith (President and Chief operating Officer)

Marcos De Quinto (Chief Marketing Officer)

J.Alexander M. Douglas, Jr. (President, Coca-Cola North America)

Lisa Chang (Chief People Officer)

IrialFinan (President, Bottling Investments Group)

Bernhard Goepelt (General Counsel and Chief Legal Counsel)

Julie Hamilton (Chief Customer and Commercial Leadership Officer)

Brent Hastie (Senior Vice President, Strategy and Planning)

Nancy Quan (Chief Technical Officer)

Barry Simpson (Chief Information Officer)

Craig Williams (President, The McDonald's Division)

## INDUSTRY PROFILE

Soft drink INDUSTRY, the production, promoting, and transport of nonalcoholic, and all around carbonated, prepared, and improved, water-based rewards. The chronicled background of pop flies in the United States speaks to critical business headways, for instance, thing improvement, enhancing, and mass publicizing, similarly as the advancement of purchaser tastes and social examples.

Various Europeans long acknowledged trademark mineral waters held remedial qualities and upheld them as choices to consistently debased fundamental drinking water. By 1772, British physicist Joseph Priestley composed an approach to misleadingly carbonate water, and the business amassing of fake mineral waters began with Jacob

Schwepe's businesses in Geneva during the 1780s and London during the 1790s. The chief known U.S. producer of pop water, as it was then known, was Yale University logical master Benjamin Silliman in 1807, anyway Joseph Hawkins of Baltimore ensured about the first U.S. patent for the rigging to make the drink two years afterward. By the 1820s, sedate stores the country over gave the beverage as an answer for various pains, especially stomach related.

Disregarding the way that the refreshments would continue being offered to a limited degree for their supportive worth, customers logically ate up them for remuneration, especially after the 1830s, when sugar and flavorings were first included. Soft beverage wellsprings rose as would be expected features of drugstores by the 1860s and served rewards prepared with ginger, vanilla, regular items, roots, and herbs. In 1874 a Philadelphia store united two notable things to make the fundamental realized pastry pop. The principle cola drink appeared in 1881.

In the late 1800s, a couple of brands rose that were up 'til now well known a century later. Medication experts testing at close by soft beverage wellsprings made Hires Root Beer in Philadelphia in 1876, Dr. Pepper in Waco, Texas, in 1885, Coca-Cola in Atlanta, Georgia, in 1886, and Pepsi-Cola in New Bern, North Carolina, in 1893, among others. Reflecting two of the office class mores of the period—balance and feeling overwhelmed by the pace and loads of current life—early promoting touted these refreshments as choices as opposed to alcohol just as energizers. Coca-Cola trend-setter John S. Pemberton's first print notice for his creation read "Magnificent! Restoring! Exciting! Strengthening!," while Asa Candler, the

unavoidable creator of the Coca-Cola Company, propelled his thing in the years making ready to Prohibition as "The Great National Temperance Beverage."

The recorded setting of Coca-Cola reveals how national markets in soft drink brands made. To confine the cost of transportation, creators of syrup concentrates approved bottlers to mix the thing, pack, and suitable it inside a specific district. Candler disparaged the hugeness of the bundling side of the business and in 1899 offered the national rights to bottle Coke for a really minimal total to Benjamin F. Thomas and Joseph B. Whitehead, who by then started a national network of bottlers, making the basic expanding structure by which the business is still run.

Candler and his substitution after 1923, Robert Woodruff, were commanding and creative in advancing Coke as a fundamental purchaser thing and social image. Coupons with the desire for complimentary models and giveaways of things bearing the drink's name and logo stopped the reward, and leading undertakings in measurable reviewing described how best to abuse publicizing and progressions. During World War II, Woodruff opened bundling operations abroad to deftly U.S. military work power, and after the war, Coke was prepared to enter these overall markets, as a purchaser thing, yet also as a picture of "the American Century."

After World War II, the soft drink business transformed into a pioneer in TV publicizing, the use of large name bolsters, smart trademarks, associations with Hollywood movies, and various sorts of mass advancing, particularly focusing on energetic purchasers and underscoring youth-masterminded subjects. As prosperity and health discernment and characteristic care got renowned, the business responded with without sugar and low-calorie diet soft beverages, beginning during the 1960s, and later, sans caffeine colas and recyclable holders.

The most praised conflict inside the business has been among Coke and Pepsi, which sought after two rounds of "cola wars" in the twentieth century. During the 1930s and 1940s, Pepsi tried the business head by offering a twelve-ounce bottle at a comparative five-penny cost as Coke's standard six ounces. During the 1970s and 1980s, "Pepsi challenge" preliminaries drove Coke to change its formula in 1985, a fight that failed considering the way that it barely cared about the association Coke shoppers had to the custom and symbolism of the brand.

In 2001, the soft drink industry included around 500 U.S. bottlers with more than 183,000 delegates, and it achieved retail arrangements of more than \$61 billion. Americans that year used a typical of 55 gallons of pop pops per individual, up from 48 out of 1990 and 34 of each 1980. The nine driving associations spoke to 96.5 percent of industry bargains, drove by Coca-Cola with more than 43 percent of the soft drink market and Pepsi with 31 percent. Seven individual brands spoke to pretty much 66% taking everything into account: Coca-Cola Classic (itself with right around 20 percent of the market), Pepsi-Cola, Diet Coke, Mountain Dew (a Pepsi thing), Sprite (a Coca-Cola thing), Dr. Pepper, and Diet Pepsi. Private arrangements advancement moved back in the late 1990s by virtue of extended competition from coffee drinks, iced teas, juices, sports drinks, and bundled waters. The business continues, nonetheless, to tap beneficial overall markets; Coke and Pepsi each have bundling operations more than 120 countries.

The Coca-Cola Company (KO) and PepsiCo, Inc. (Vitality) have overpowered the non-blended reward industry for a long time. Coca-Cola is the world's greatest non-blended beverage association with more than 500 brands, including 17 brands that make more than a billion dollars each in pay. PepsiCo claims driving brands over its snack sustenances and drink portfolio, including 22 brands that produce more than a billion dollars each in salary. As demonstrated by Beverage Digest, the associations have a united share of about 70% of the US carbonated pop (or CSD) exhibit.

The two associations have a wide geographic proximity more than 200 countries. The dispute between these two associations, noticeably called the cola wars, is mind boggling. Both have spent colossal totals of cash on usually centered around sees over decades.

**Peril from new candidates:**

The business doesn't face any huge risks from new candidates since Coca-Cola and PepsiCo each have an expansive bundling and dispersal network and massive economies of scale. For example, Coca-Cola has around 250 bundling accessories and 900 plants far and wide. It would be difficult for another component to make the critical capital investments required to match these associations. Dr. Pepper Snapple Group, Inc. (DPS) has seen astonishing advancement in the US CSD promote, yet it doesn't have the overall proximity of these beasts.



### **Colossal investments:**

Coca-Cola and PepsiCo spend colossal proportions of cash on progression, publicizing and displaying, and on fortifying their assignment network. Since 2010, Coca-Cola and its bundling accessories have put more than \$50 billion in new workplaces, allocation establishment, rigging, and retail customer authorizations. PepsiCo consumed 5.9% of 2013 net salary on publicizing and advancing.

Various associations in the non-blended reward industry fuse Cott Corporation (COT) and Mondelez International Inc. (MDLZ). You can in like manner put assets into the non-blended reward division through the Consumer Staples Select Sector SPDR ETF (XLP) that has exceptional belongings in Coca-Cola and PepsiCo.

In the accompanying bit of this plan, we'll look at the reasons behind baffling improvement in the non-blended reward industry.

The soft refreshment industry is separate by genuine contention and declining enthusiasm for carbonates. Critical associations in the business proceed with positions in this hostile circumstance on the nature of association and thing checking and publicizing approaches

### **Overall brands:**

The business joins associations that acknowledge colossal reputation wherever all through the globe. Brand consultancy Interbrand positioned The Coca-Cola Company (KO) as the world's third-most huge brand, with an estimation of \$81.6 billion. Coca-Cola's closest opponent PepsiCo, Inc. (KICK) positioned 24th, with a brand estimation of \$19.1 billion.

### **Extreme individual brand portfolios:**

Coca-Cola and PepsiCo own incredible brands that produce more than a billion dollars each in wages.

**Coca-Cola:** The association asserts more than 500 brands, and features 17 brands that produce more than one billion dollars each in salaries, including Coca-Cola, Diet Coke, PowerAde, Aquarius, Bonqua, Dasani, Fanta, Schweppes, and Minute Maid.

**PepsiCo:** The association's colossal picture portfolio fuses 22 brands making earnings of more than one billion dollars each. A bit of its better-acknowledged imprints are Pepsi, Mountain Dew, Gatorade, Mirinda, Aquafina, and Lipton

### **Placing assets into brands:**

Soft drink makers interminably put assets into stamping. In 2013, Coca-Cola and PepsiCo consumed \$3.3 billion and \$3.9 billion, independently, on publicizing and exhibiting works out.

The accomplishment of Coca-Cola's Share a Coke campaign is a perfect instance of the importance associated with displaying in this industry. The Share a Coke fight was first turned out in Australia in 2011 and subsequently loosened up to more than 50 countries. The campaign allowed fans to put their names or those of their friends and family directly on the veneer of Coca-Cola holders or containers, reasonably tweaking the thing.

The campaign extended the volume of the Coca-Cola brand's arrangements. In 2013, it made 5% and 1% whole year volume improvement in Germany and the Northwest Europe and Nordics district, independently.

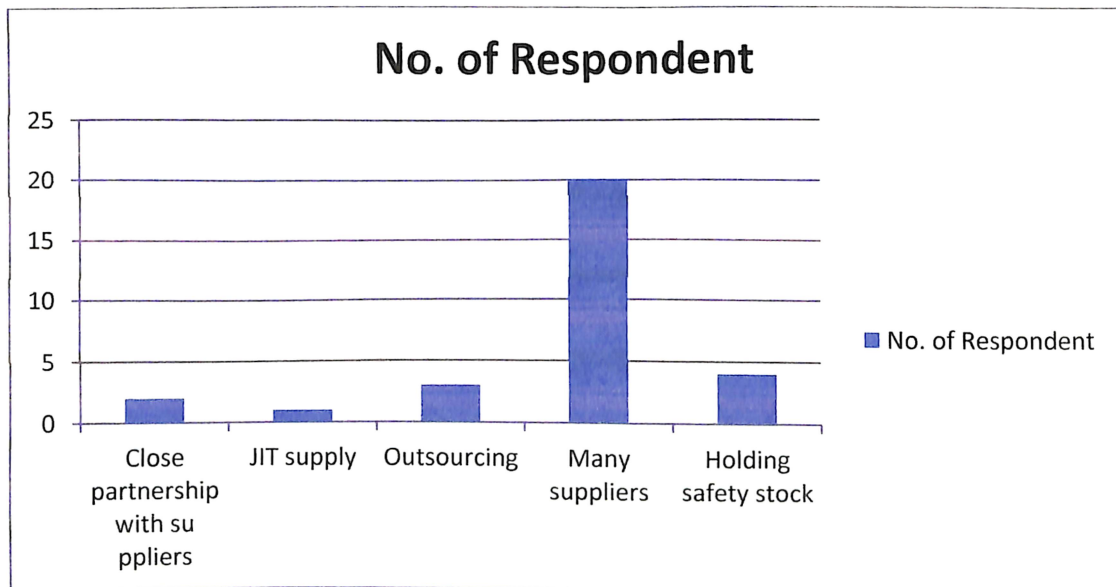
Companions in the business, for instance, Dr Pepper Snapple Group, Inc. (DPS) and Monster Beverage Corporation (MNST) moreover base excitedly on advancing. Dr Pepper Snapple, the third-greatest association in the US soft refreshment exhibit, consumed \$486 million on publicizing in 2013. Monster, a primary player in juiced drinks, procured \$181.8 million in advancing expenses.

**CHAPTER-IV**  
**DATA ANALYSIS AND INTERPRETATION**

## DATA ANALYSIS AND INTERPRETATION

How do you deal with your supply chain?

OPINION	No. of Respondent
Close partnership with suppliers	2
JIT supply	1
Outsourcing	3
Many suppliers	20
Holding safety stock	4

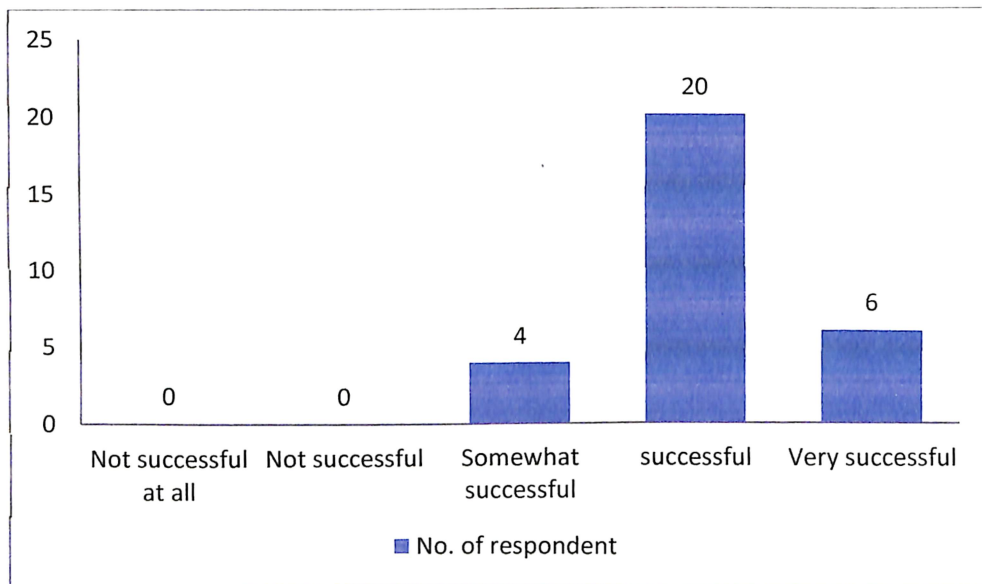


### **INTERPRETATION:-**

Out of 30 agents of Hindustan Coco-cola Beverages Pvt Ltd most outrageous no. of agents feel that smoothly chain management of Hindustan Coco-cola Beverages Pvt Ltd is directed by various suppliers.

2. How productive do you accept is your association in managing its smoothly chain all around?

opinion	No. of respondent
Not successful at all	0
Not successful	0
Somewhat successful	4
successful	20
Very successful	6

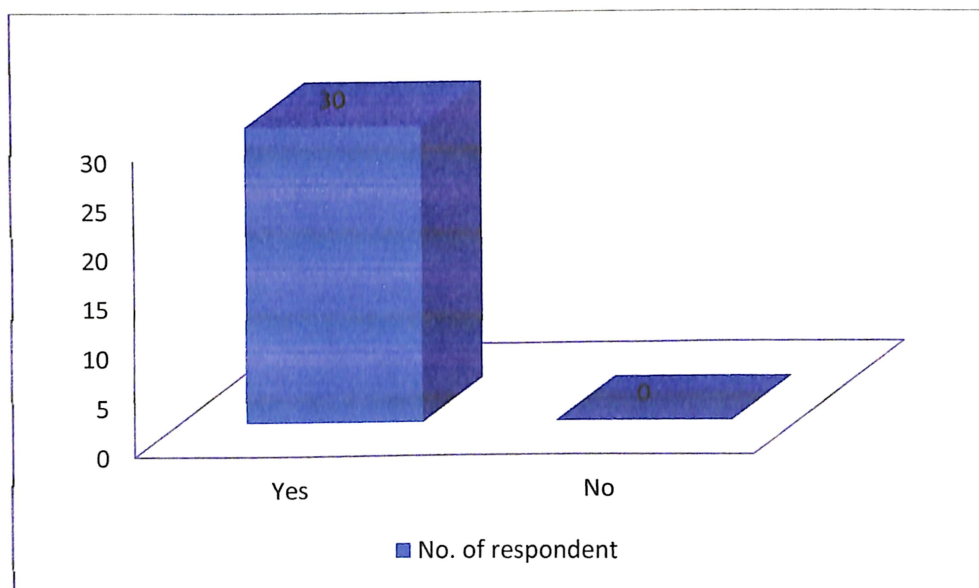


**INTERPRETATION:-**

Most of the delegates accept that Hindustan Coco-cola Beverages Pvt Ltd is regulating Supply Chain Management successfully.

3. Does your association have an alternate collaborations office?

OPINION	No. of respondent
Yes	30
No	0

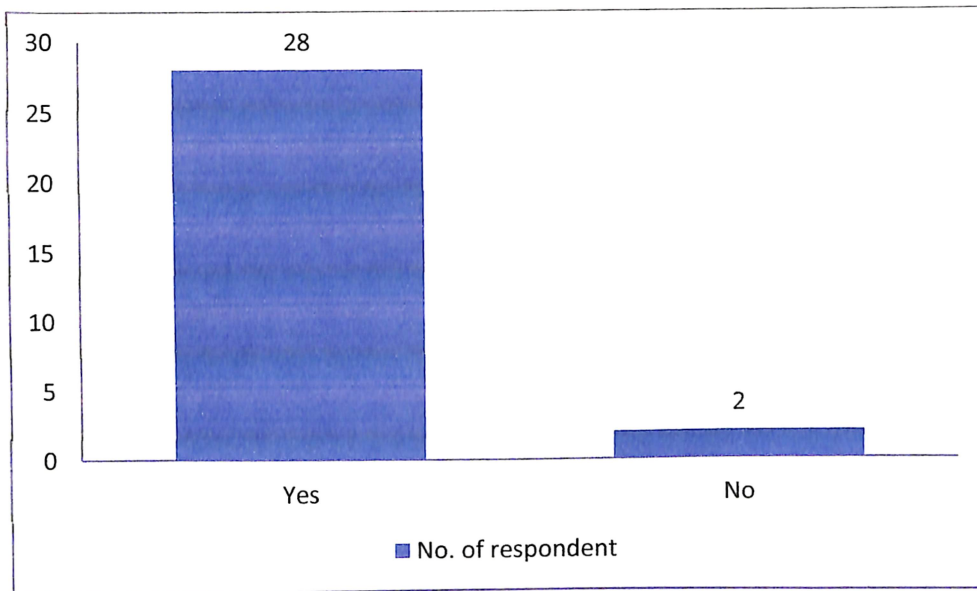


**INTERPRETATION:-**

The above diagram addresses the association has an alternate key office. Its very focal points for took care of stock.

4. Does your association have a sensible collaborations key game plan?

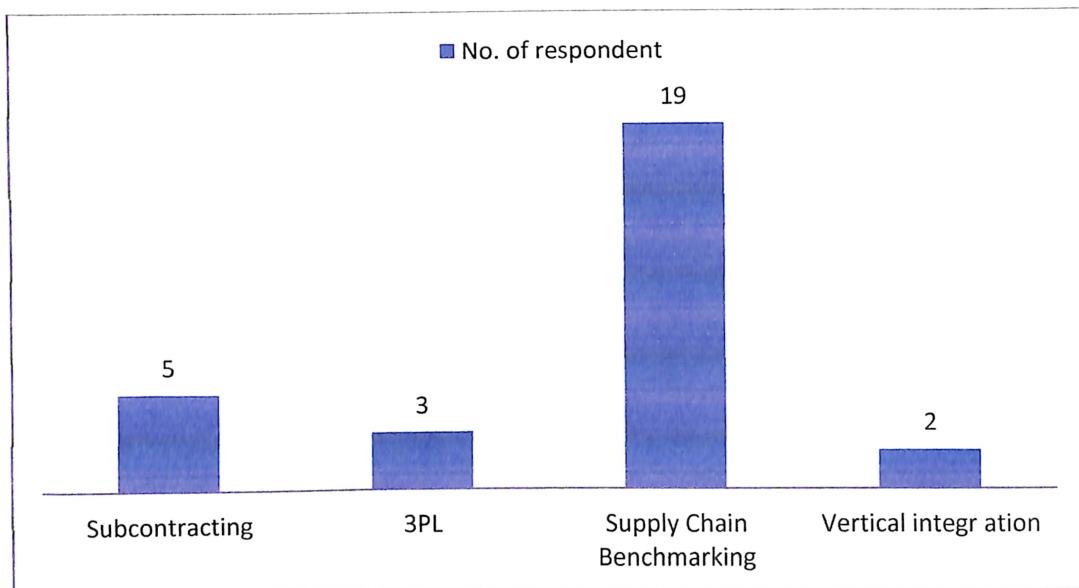
OPINION	No. of respondent
Yes	28
No	2



**INTERPRETATION:-** The above graph exhibits major development to keep up collaborations for collecting coke things with exact preparing for improving quality.

5. What sorts of systems are correct currently being utilized in your association to help Supply Chain Management?

opinion	No. of respondent
Subcontracting	5
3PL	3
Supply Chain Benchmarking	19
Vertical integration	2

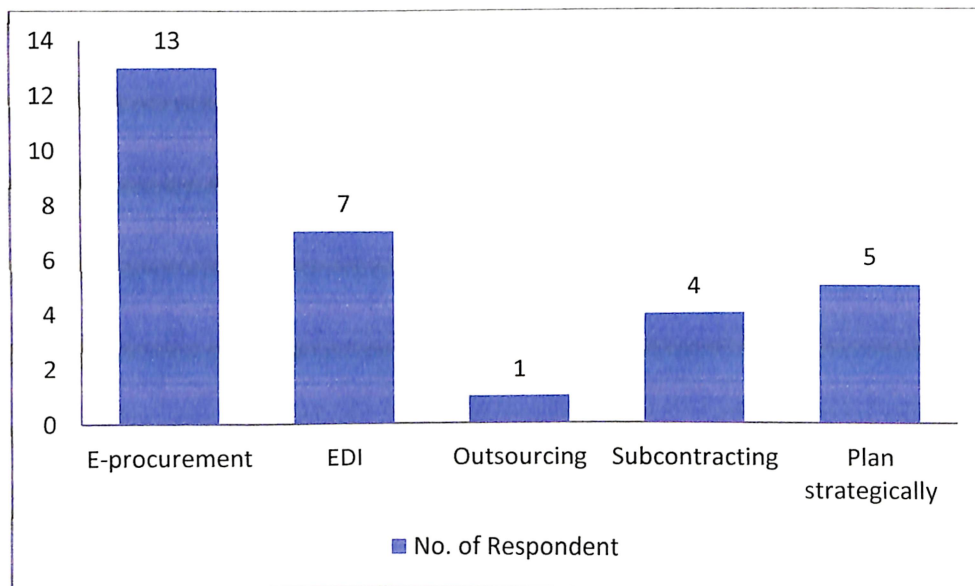


**INTERPRETATION:** - The above chart shows Coca-Cola affiliation has utilizing deftly chain management 19 masters were reacted for Supply Chain Benchmarking.



6. What sorts of structures do you plan to execute in the near future (inside the accompanying 2 years)?

OPINION	No. of Respondent
E-procurement	13
EDI	7
Outsourcing	1
Subcontracting	4
Plan strategically	5

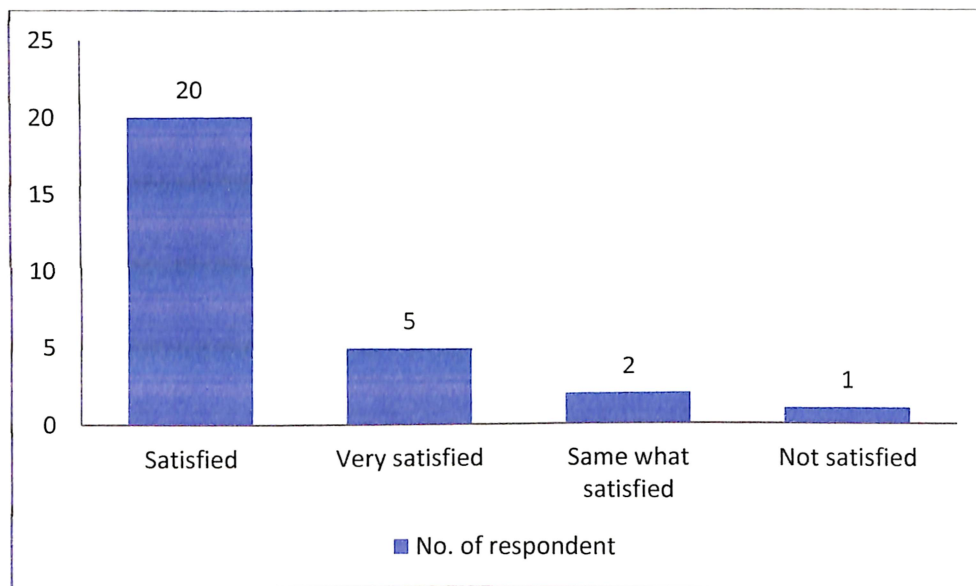


**INTERPRETATION:**

Out of 30 specialists 13 delegates feel that in future there is need of completing E-acquisition.

6. How satisfied would you say you are with the current open methodology concerning SCM and IT?

OPINION	No. of respondent
Satisfied	20
Very satisfied	5
Same what satisfied	2
Not satisfied	1

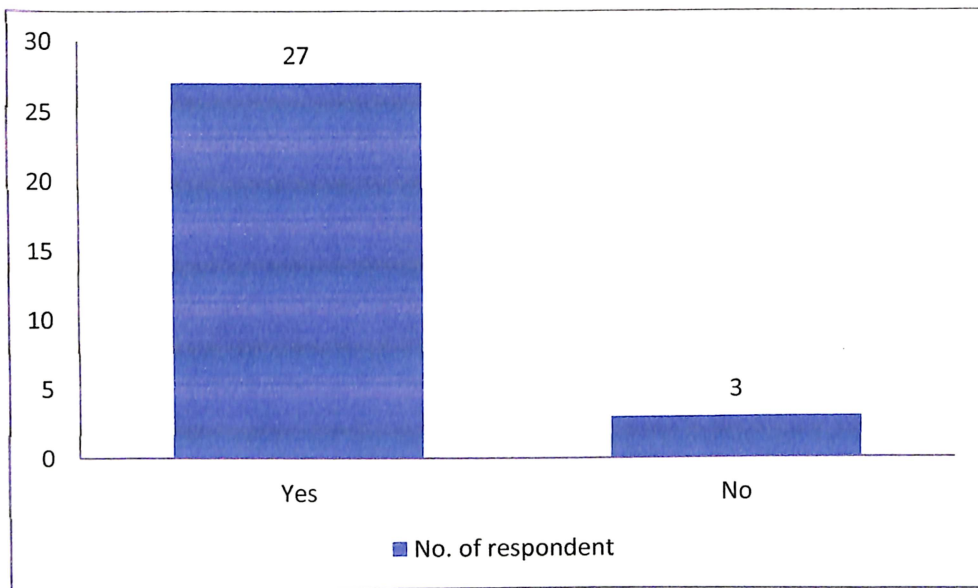


**INTERPRETATION:**

Out of 30 delegates of Coca Cola Pvt Ltd. 20 specialists are satisfied.

8. Is smoothly chain management having all the area of the sub distributor's Branches of the company?

OPINION	No. of respondent
Yes	27
No	3

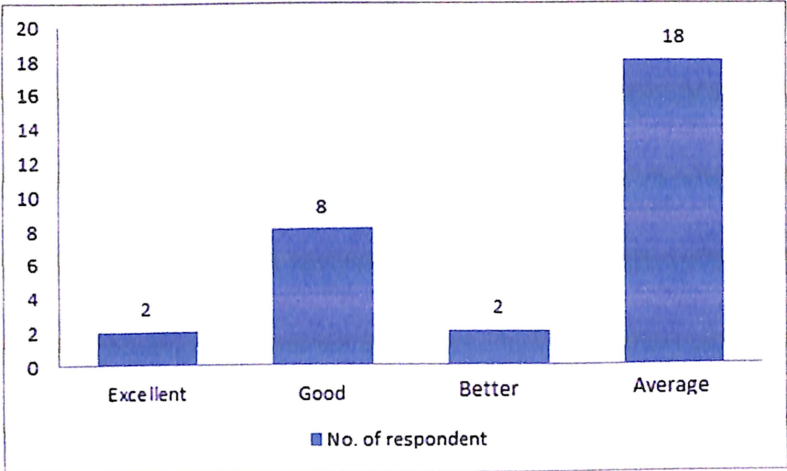


**INTERPRETATION:**

Out of 30 laborers 27 of Coca Cola Pvt Ltd. knows the address of the sub wholesalers.

9. Rate the working systems of deftly chain management division dependent on the current ventures?

Outstanding	No. of respondent
Excellent	2
Good	8
Better	2
Average	18

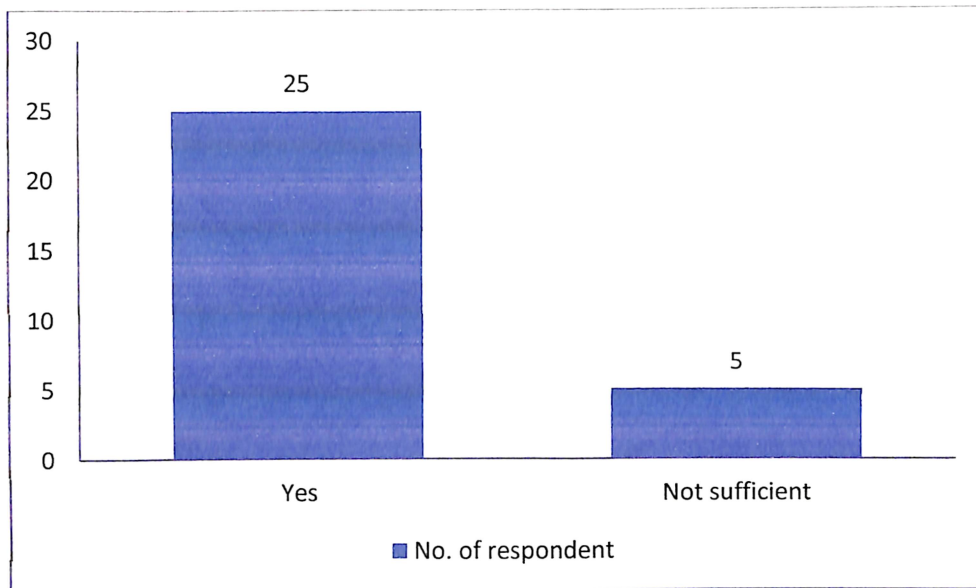


**INTERPRETATION:**

Out of 30 delegates 18 laborers feel that the working methods of supply Chain management office are average.

10. Is the deftly chain management division is having satisfactory transportation?

OPINION	No. of respondent
Yes	25
Not sufficient	5

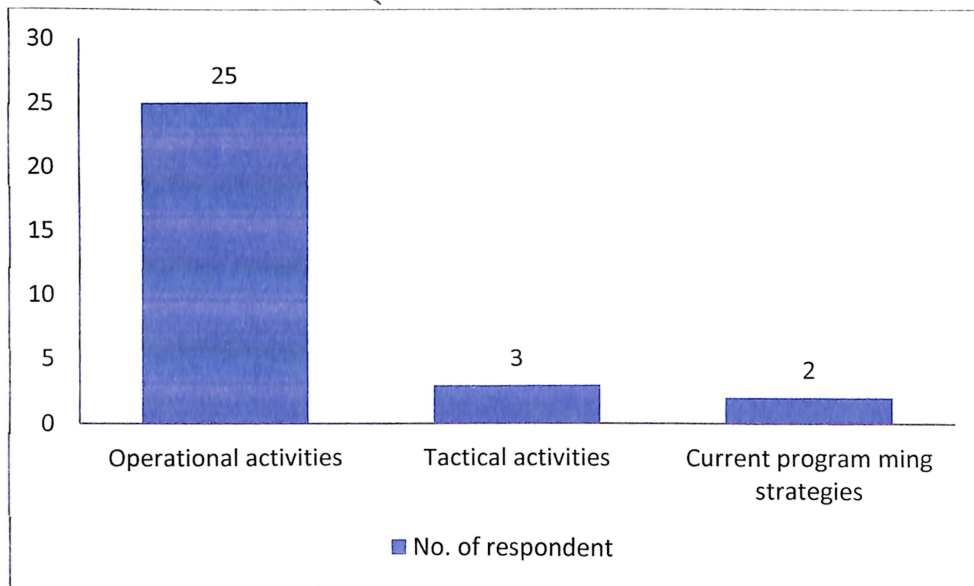


**INTERPRETATION:**

Out of 30 agents 25 accept that transportation is satisfactory for Coca Cola Pvt Ltd.

11. According to the current improvement technique of the affiliation, which of the going with needs a ton of consideration and progress to support the production?

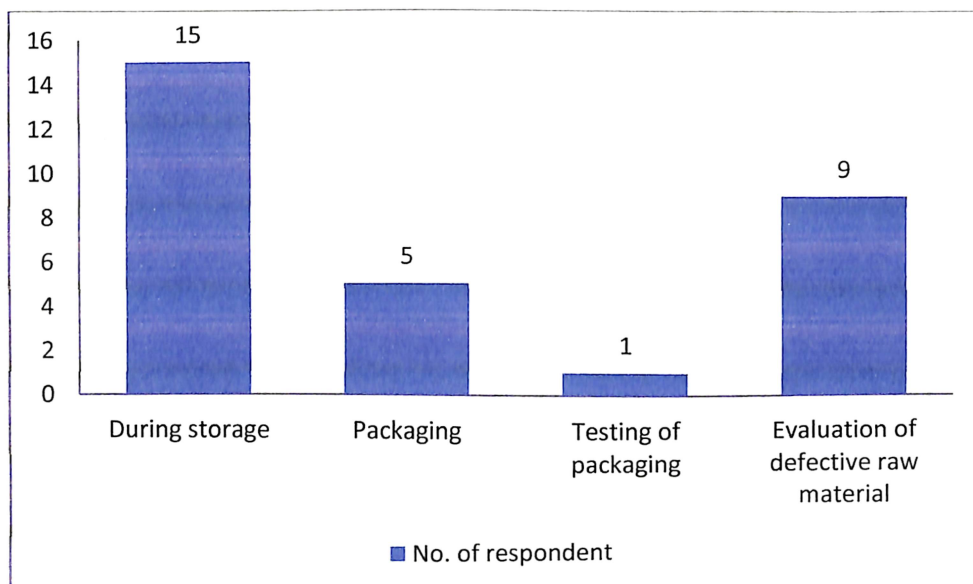
OPINION	No. of respondent
Operational activities	25
Tactical activities	3
Current programming strategies	2



Out of 30 laborers 25 feel that there is a need to concentrate on operational activities.

12. Choose the right other option, where the effortlessly chain division is standing up to issue in managing the raw material?

OPINION	No. of respondent
During storage	15
Packaging	5
Testing of packaging	1
Evaluation of defective raw material	9

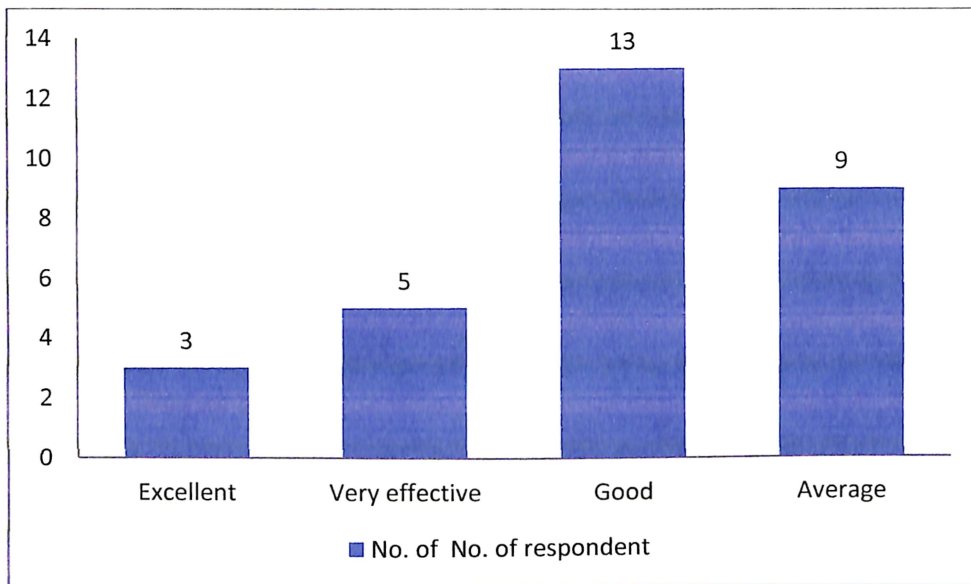


**INTERPRETATION:**

Out of 30 laborers 15 agents accept that deftly chain management is Standing up to issue during limit.

13. How do you rate the transport development of the workplace?

OPINION	No. of No. of respondent
Excellent	3
Very effective	5
Good	13
Average	9



**INTERPRETATION:**

Out of 30 agents 13 specialists says that movement system is commonly amazing.



**CHAPTER 5**  
**FINDINGS, SUGGESTIONS,**  
**CONCLUSIONS**

## FINDINGS

1. In local movement spread propelling powers like charge less pitiful coolers, confines on total purchases.
2. Advancing ambush that reminds and persuades exchange to buy ice cream reinforces second framework.
3. Which is supported by entirety offs, which are as regularly as conceivable offered by the association.
4. In change as per transport a more prominent social event move administration, for instance Dinshaw's should accomplish use of revived/refreshed/latest ERP packages like MFG PRO
5. For the dairies to stand genuine, they charge to adjust their articles through total advancement by application fundamental and shrewd methods for taking care of milk.
6. Consideration should be familiar with treatment of storable articles, for instance, ghee and cheddar as these are desserts and hopefully gave and convey by dairies in included regions of India. The dairies charge to affirm purposely positioned milk collecting centers with algid aggregator accessories to affirmation the abundance of milk they handle.

- Distribution frameworks.

There are two capital administration frameworks, which Dinshaw's has certified better used.

- Route masterminding and overhaul
- Load update

## SUGGESTIONS

The conglomeration should alpha a home gathering an area an accurate domiciliary will change multiplying ambit of articles appropriate by it over a time of time. For this the conglomeration could oblige a deliveryman with age to limit the balanced houses.

- In change as per instigate the approach accomplices it is additionally genuine capital for the conglomeration to affirmation the vendors for the more difficult issues things for instance Dinshaw's dahi (curd) zone it faces danger from Haldiram & Amul.

- Dinshaw's should go in for inside and out outlets in at atomic all the arcade malls advancing up these canicule and any zone footfalls are copious in number. The upsides of this approach will be:

I. Full ambit signal

ii. Convenience for wholesalers.

iii. Less complex to affirmation new customers.

iv. Easy to drive incitation getting articles

v. Brand configuration will be empowered

- In change as per stand serious to bazaar demand, it is capital for the conglomeration to recognize included development choices accessible that will urge assortment to adjust up to the botheration of underneath total or shortening of raw milk.

## CONCLUSION

According to the reflection done on the assertion of overview, abstracts estimation and test the postponed results are according to the accompanying

The postponed result shows that the Coca Cola Pvt Ltd. practices total turn with the direction of multiplying suppliers. At that point the total is managing its assortment variety viably. The assortment has a disengaged wisdom and celerity office.

Coca Cola Pvt Ltd has a splendid and grown-up determined course of action.

Operational activities and accumulation variety administration activities of the Coca cola Pvt Ltd are by the projection of assortment move benchmarking. The conglomeration needs to contraction and convenience the e-acquisition, EDI plan purposely in future.

Current social occasion move administration and IT activities of the assortment are journeying total and in drawing closer there is ambit for more prominent hoarding turn and administration network.

The recognized bus line and keenness administration of the conglomeration is agreeable and is versatile plenteous so as to change the recognized behavior expecting any.

The deliberation has evident us that there is a couple of blocks during administration and finder of dairy articles which makes snag in SCM in like way should be executed.

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