

## **A REVIEW OF SUPPLY CHAIN MANAGEMENT PRACTICES WITH SPECIAL REFERENCE TO SELECTED ORGANIZATIONS**

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### **Abstract**

Traditionally marketing, distribution, planning, manufacturing and the purchasing units along the supply chain are operated independently. These units operate with their individual objectives which often are conflicting. Marketing objectives of high customer service and maximum sales value conflict with manufacturing and distribution goals. Many manufacturing operations are designed to maximize throughput and lower cost with little consideration for the impact of inventory levels and distribution capabilities. The traditional approaches are too slow to keep pace with the evolving global complexity. The principle “Survival of the fittest” remains valid even in the present global economy characterized by the presence of ever changing business environment. Every company needs to struggle for the existence and growth under such a competitive environment. One surest way to achieve this is to offer best quality of product at reasonable rate which suits well to the requirement of target customer. To remain competitive, companies have to concentrate on their core competencies. Gone are the days when companies used to compete with each other. The result of these factors is that there is not a single integrated plan for the organization. There were as many plans as business. Clearly there is a need for mechanism through which these different functions can be integrated together. Supply chain management is a strategy through which such integration can be achieved. Supply chain management emerged as one of the most powerful business improvement tool available today. The main objective of this paper is to present the framework of supply chain management and deals with the study and analyzes the supply chain management practices with regard to selected organizations. This paper