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RESEARCH ARTICLE

ENHANCE PRODUCTIVITY USING SUPPLY CHAIN MANAGEMENT IN AUTOMOBILE INDUSTRY

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ABSTRACT

In productivity fiction, cost effective allied methods are looked upon as input got used to replica. The replica was deliberated rooted in a single idea notion with a spotlight on totality cost minimization. This replica can be exploited as a sustain tool for decision makers at strategic and tactical decision levels. Supply chains management must be intelligent to put up ambiguity and disparity of supply because these are imperative aspects that concern supply chain performance. In supply chain management information sharing system is largely significant for better performance. A supply chain management is an included set of connections counting individuals, associations, actions, information and assets. Unswerving deliver of quality raw material for Automobile industry is misleading with unacceptable handling and transportation systems with options in loss of productivity. In today's cut-throat bazaar, it is enormously easier said than done to lucratively generate elevated quality, low cost components without any erstwhile additional cost of suppliers. Cost reduction is one of the method useful for convalescing the productivity of associations. This paper confirms a Supply Chain Management replica in which acquisitioning components from altered assets, in company with production and distribution of components were scrutinized to perk up the productivity.

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INTRODUCTION

In broad-spectrum, productivity is the ratio of outputs to inputs; as a consequence, if an industry is competent to turn out components with elevated quality, its refined cost will befall less and its earnings will augment, in so doing the industry will accomplish economic growth. Productivity is the ratio of the attained cachet in a production method (outputs) to the amount of assets (inputs) which is obsessed. Supply chain management can assist condense costs by concerning each entity in the supply chain colleagues and put forward visibility into the demand and supply face of the chain. Supply chain management entails a amount of drivers all the way through which got hold of raw materials are rehabilitated into completed goods for deal to customers. In succession, these drivers engross numerous routes that put forward openings for cost reduction. Common drivers incorporate purchasing, edifice of the supply chain, distribution, transportation, ware housing, and partnership. Numerous business managers employ in intervallic cost effective drivers so as to put together their company's action additional good at your job and to make better profits. A cost effective is entirely within the control of an Industry, where as takings boost is not.

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Organizations these days are seeming to be for openings to perk up functioning efficiencies and compact cost without having a downbeat result on customer service levels..Costs effective entailed sensibly and enhanced decision making for widespread routes underneath apiece driver. There are two poles apart looms with the intention of assess and explore efficiency (input adjusted and output adjusted). In the earlier loom, it is supposed that production and income are set and then it is strived to play down the entities for example production aspects and their associated cost and supply, transportation and distribution cost. Conversely, in the concluding loom, we endeavour to make best use of the output and income, assuming that the sums of entities are unwavering.

Literature Review

Manufacturer are capable to build up different intangible results, plump for the paramount components and technologies, and give a hand in design consideration by concerning suppliers close to the opening in the design phase, (Burt and Soukup, 1985).Supply chain managenet pacts with the entire surge of materials from suppliers all the way through end users (Jones and Riley, 1985).Stevens (1989) assured the idea of supply chain management was to coordinate the customers' desires with materials flow to wallop a equilibrium amid contradictory ambitions of utmost customer service,

minimum inventory management, and low component costs. The supply chain is outlooked as a particular method. Accountability for the altered partitions in the chain is not disjointed and relocated to serviceable regions for example manufacturing, purchasing, distribution, and sales. Supply chain management dubs for, and in the end depends on, strategic decision making. "Supply" is a pooled idea of basically each utility in the chain and is of picky strategic consequence for the reason that of its bang on the whole costs, profits and market share. Supply chain management calls for a altered loom on inventories that are employed as a pondering means of final, not initial, option. A most recent loom to systems is required - integration rather than interfacing (Houlihan, 1988). Authors have flush conceptualized supply chain management in a different way inside the similar article: as a management attitude on the one hand, and since a outline of included system among plumb incorporation and detach identities on the other hand (Cooper and Ellram, 1993). Supply chain strategy takes account of "two or more firms in a supply chain inflowing into a lengthy period concord; the advance of common conviction and obligation to the rapport; the amalgamation of logistics actions linking the partaking of demand and supply data; the impending for a vary in the locus of rule of the logistics process" (La Londe and Masters, 1994).

Supply chain management is a idea, "whose major intention is to put together and deal with the sourcing, flow, and control of materials by means of a total systems perspective athwart manifold utilities and manifold tiers of suppliers" (Monczka, Trent and Handfield, 1994). According to Christopher (1994), a supply chain is "a system of organizations that are concerned, all the way through up and down torrent connections, in the altered routes and activities that construct worth in the outline of products and services in the hand over the decisive customer. The name, "supply chain management," has augmented to renown in excess of the most recent ten years. Concerning 13.55% of the coexisting conference headings enclosed the words "supply chain" at the 1995. The extent of supply chain management was more lingering to embrace recycling (Batz, 1995). Supply chain management incorporates logistics into the strategic decisions of the business (Carter and Ferrin, 1995). Annual Conference of the Council of Logistics Management. The number of sessions contain the term rose to 22.4% at the 1997 conference, just two years later. The term is usually used to demonstrate exclusive responsibilities in corporations (La Londe 1997). Many supply chain management strategic models have been explored to linkage its imperative position on the whole strategic corporate planning (Frohlich *et al.*, 1997; Watts *et al.*, 1992). Supply chain management has suited such a "hot topic" that it is complicated to hoist a publication on manufacturing, distribution, marketing, customer management, or transportation exclusive of considering any article about supply chain management or supply chain management allied issues (Ross, 1998). Some authors distincted supply chain management in functioning conditions relating the flow of materials and products, some viewed it as a management philosophy, and some viewed it in terms of a management process (Tyndall *et al.*, 1998), some viewed it as included system. It things to see "total" combination of all stakeholders inside the supply chain, a sensible loom is to mull over only strategic suppliers and customers since largely supply chains are too multifaceted to accomplish occupied amalgamation of all the supply chain entities (Tan *et al.*, 1998). Such vagueness puts it to somebody a necessitate to scrutinize the fact of

supply chain management more narrowly to describe visibly the expression and idea, to make out those factors that donate to effectual supply chain management, and to put it to somebody how the espousal of an supply chain management loom can impinge on community strategies, plans, operations and performance. Appropriate concert instruments counting activity supported costing and management may be obliging in recognizing non-value-adding activities athwart a supply chain. Total quality management methods can be utilized to wiped out these inefficiencies, in that way recovering on the whole helpfulness of a supply chain. Customer demands and supply chain associations are the key in picking the most apt method of goal costing for supply chains. Activity based, process based, value based and cost management approaches may be in shape for total quality management in supply chain management (Lockamy and Smith, 2000). The supply chain embraced suppliers, manufacturers, distributors, retailers, and customers. The customers are the main hub of the chain, while the most important rationale of the survival of any supply chain is to convince customer needs, in the process engendering profit for itself (Chopra and Meindl, 2001).

Supply chain management was originally interrelated to the inventory management within a supply chain. This perception was shortly broadened to embrace management of all utilities inside a supply chain. According to Chopra and Meindl (2001), "Supply chain management fits into place the management of flows between and among stages in a supply chain to minimize total cost". This definition implies that supply chain management rivets management of flows of products, information, and finance upstream and downstream in the supply chain. In the itinerary of time, the most substantial reimbursements to businesses with highly developed supply chain management abilities will be fundamentally enhanced customer receptiveness, developed customer service and contentment, amplified litheness for varying market conditions, enhanced customer withholding and more effectual marketing (Horvath, 2001). Supply chain management is conveying major fiscal reimbursements to businesses as sundry as manufacturing, retail, and service organizations, etc. (Horvath, 2001). Ultimately, the philosophy developed and pooled into a widespread stiff of facts that covered all the value-adding activities of the manufacturers and logistics providers (Tan, 2001). Experts concur that a formal supply chain strategy will be significant to both manufacturing and service industries (Kathawala, 2003).

Supply chain management

Supply Chain management net copes with investigation of information from each lump on the Supply Chain to chop down effective cost. Supply chain management's idea is to lay additional efficiency and usefulness into costs alongside the chain, in such manner that it plays down the entire costs of transportation, distribution and inventory. A supply chain surrounds of all phases that participate a position in fulfilling customer's request, in cooperation directly and indirectly. Taking into consideration the scope of realm of a supply chain, no replica can plaster all the aspects of supply chain's processes. With the intention of settlement between a replica's intricacies and the authentic world circumstances. The idea of supply chain management was extended in handing out management is correlated to customer service, demand, flow of material, and distribution for building an upgrading in production. It is a recipe and synchronization of industry

activity that organize the surge of material ship from supplier to customer. Just, the foremost organization of supply chain practitioners, researchers, and academicians, has defined as supply chain management. It covers the planning and management of all activities implicated in sourcing and procurement, conversion, and all Logistics Management activities. Significantly, it also comprises synchronization and association with conduit partners, which can be suppliers, intermediaries, third party service providers, and customers. In quintessence, supply chain management puts together supply and demand management within and athwart companies". In Supply chain management, all the actions concerned in carrying a product from raw materials to the customer counting sourcing raw materials and parts, manufacturing and assembly, warehousing and inventory tracking, order entry and order management, distribution athwart all channels, release to the customer, and the information systems obligatory to scrutinize all of these actions. Supply chain management harmonizes and combines all of these activities into a flawless process. It links all of the stakeholders in the chain including parties within an organization and the external partners including suppliers, carriers, third party companies, and information systems providers. Supply chain management is the universal, strategic synchronization of the usual business utilities and the campaigns athwart these business utilities surrounded by a meticulous association and athwart businesses inside the supply chain, on the road to recovery the long period performance of the individual organization and the supply chain as a whole. Supply chain management is the chain concerning every aspect of the manufacturing and supply route from raw materials to the end user. This management philosophy decided on how firms employed their suppliers' processes, technology, information, and capacity to enhance reasonable advantage, and the harmonization of the manufacturing, materials, logistics, distribution and transportation functions within an organization.

American Production and Inventory Control Society delineate the supply chain seeing that the methods from the initial raw materials to final utilization of the ended components linking athwart supplier user industries. The supply chain constitutes all utilities inside and outside an industry, which facilitate the value chain to build products and afford services to customers. Some researchers recommended supply chain management adjoins the information system essential to scrutinize all of the deeds. The adapted clarity for the service industry is the facility of the company to dig up quicker to the customer by recuperating its supply chain conduits. The services supply chain will embrace responsiveness, effectiveness, efficiency, and controlling. One of the main suppliers of route inputs is customers themselves in service organizations. This impression of customers being suppliers is renowned as 'customer supplier duality. 'The duality entails that service supply chains are bidirectional. The impression may be pertinent to the academic circles additionally. Incorporated supply chain manament is on the subject of departing from the peripheral customer and then overseeing all the routes that are indispensable to endow with the customer with significance in a straight way. It also covers included administration of every organization right the way through the entire chain. It was a organization philosophy that unmitigated customary internal activities by implementing an inter endeavour span, allocating trade partners simultaneously with the widespread goal of optimization and efficiency. Conception of supply chain management, individual is "the capability to dig up nearer to

the customer". An additional is that the supply chain is the gush of information and material from suppliers to customers. A company's supply chain, whichever internal or external, is a reserve to be subjugated for enhanced market situation and enhanced bloodthirsty advantage. Calculated employ of this resource necessitates that companies do expand a earlier appreciative of their customer' and outlook customers' requirements, in cooperation nationally and internationally, comprehend their suppliers' hub competencies in gathering customer requirements, verify where redundancies and inefficiencies recline contained by the supply chain in relation to existing and opportunity reasonable requirements, widen affairs and coalitions with suppliers who have input competencies that toughen, appendage, and augment domestic hub competencies nationally and internationally. Supply chain management, from the perspective of a manufacturing zone, may be distincted while "captivating organize of all goods inside the supply chain, all materials, no stuff how to handle or manage. Every supply chain participants direct to enhance performance of their own venture. Usually, Supply chain management embraces included utilities from raw materials to concluding components. Extremely modest attentiveness is specified to the reimbursements of overseeing the entirety supply chain process on an included foundation. Supply chain management, as useful to manufacturing, has been distincted another way. These varieties of descriptions habitually clutch during the coverage that the input people in the similar organization are not out bursting about the equivalent belongings, at what time people converse the conception of supply chain management. An scrutiny of supply chain management for manufacturing demonstrated the included processes mandatory for overseeing commodities from the original source of supply to end of utilization. It also comprises a spacious assortment of activities that material and service suppliers, manufacturers, wholesalers, and retailers have performed for years. Most of the recent Supply chain management importunated on the purchasing function, asserting that it was a indispensable strategic business process, more willingly than a specific biased function.

Sculpt of supply chain management



Figure 1.

The Inward division is also entitled the receipt stockpile. Commodities section is conscientious for the receipts of the entire materials impending into company. The role of unloading and actually managing conveying materials, collectively with validating that released keep in touch closely to individuals particular in the purchase order, is executed by a focused cluster in commodities section, which is regularly self-regulating of purchasing and efforts with the store. Inspection of homeward bound materials assortments from just counting and corroboration of the commodities arriving and convoluted testing for the substantiation of feature specification, or complicated scientific inspections.

Steps of Inward

Step 1: Commodities enter to Industry by means of vehicles for unloading.

- Step 2:** They check the commodities including documents.
- Step 3:** They divest the material from vehicles on pallets and lay pictogram on documents.
- Step 4:** Set up commodity accept note and acquiesce for inspection of commodities.
- Step 5:** They authorize commodity accept note then commodities reassigned to shelf locations in holding division.

Holding division is the storeroom place with shelves

Steps of Holding:

- Step 1:** Synchronize with production planning and control and gather order in advance.
- Step 2:** Picklist is engendered aligned with order.
- Step 3:** Commodities confer for assembly founded on the order.
- Step 4:** Assemblies accomplish to outward.

Outward division is also service unit for customers

- Step 1:** They compose dispatch documents subsequent to captivating recommendation from production planning and control.
- Step 2:** Report to the apprehensive transportors on the foundation of dispatch documents.

DISCUSSION

It gives the impression to be that supply chain management requests further to be investigated in the outlook. Generally, supply chain management accomplished in the manufacturing industries. Only some, mostly academic researchers, do not comprehend that the research on academic supply chain management may also be demeanoured. It is a unexpected statement that researchers widen supply chain scults mainly for recuperating business operations. It is moderately lucid that, only some and a handful researchers demeanoured supply chain management in the service industries. The concert of the supply chain management depends on the unspoiled synchronization of all supply chain collaborators to make certain realization of enviable production.

Conclusion

There are quite a lot of challenges completed by researchers and practitioners to aptly delineate supply chain management. Supply chain management has been extensively explored in abundant appliance realm all through the most recent decade. Amidst ferocious antagonism in all industries, supply chain management has steadily been squeezed as a verified managerial approach to attaining sustainable profits and growth. This is consummated mainly by spotlighting on the entire supply chain management route to distribute the exact componenets or services, in the correct amount, to the right situate, at the right time and with the maximum benefits. This investigative revision disclose the advancement of supply chain management in assorted industries, counting manufacturing and service industries, and its upcoming drifts.

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