A STUDY ON CONSISTENCY AND RECOVERY IN RETAIL SUPPLY CHAIN MANAGEMENT IN KADHI

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Abstract

The retail supply chain is a crucial component of any commercial enterprise, ensuring the smooth flow of goods from manufacturers to consumers. This study delves into the aspects of consistency and recovery within retail supply chain management, with a particular focus on Khadi. Supplier reliability, a critical determinant of supply chain efficiency, is examined in terms of maintaining consistent product availability and the ability to recover swiftly from stockouts. The research employs empirical data collection methods, including surveys and interviews, to analyze these key factors. The findings highlight significant gaps in supply chain performance and offer strategic recommendations to enhance operational efficiency and customer satisfaction.

Key words: Radio frequency Identification(RFID), Stock rotation, Inventory, Enterprise Resources Planning(ERP).

Introduction

Retailing encompasses the sale of goods and services to end consumers, serving as the final stage of the supply chain process. The ability to maintain a consistent supply of products is crucial for any retailer, as inconsistencies can lead to stockouts, customer dissatisfaction, and revenue loss. Additionally, the capability to recover quickly from supply chain disruptions determines the resilience of a business in the face of unforeseen challenges.

This study aims to examine the critical aspects of supply chain consistency and recovery within Khadi retailing. It investigates how suppliers perform in maintaining a steady flow of goods and their ability to manage disruptions effectively. The study further explores the impact of these supply chain factors on customer retention, operational efficiency, and overall business profitability.

Objectives

- To assess the consistency and recovery mechanisms in retail supply chain management within the Khadi industry.

- To examine the order processing and fulfillment mechanisms that contribute to a seamless supply chain.

- To evaluate key performance indicators (KPIs) that influence supply chain efficiency and effectiveness.

REVIEW OF LITERATURE:

Deng, G., Pan, Y., Shen, Z. J., Wu, D., Yuan, R., & Zhang, C. (2019) This study highlights the evolution of retail supply chain management with a focus on vendor management, demand forecasting, inventory management, and order fulfillment. It discusses key innovations from academia and industry, emphasizing the impact of e-commerce and advanced technologies on supply chain methodologies

Camarena, E. R., Requiz, E. E., Ontaneda-Portal, M., & Algoner, W. C. (2024) A systematic literature review analyzing supply chain management techniques in retail stores over the last five years. The study identifies frequent challenges, success factors, and strategies for achieving competitive advantage and profitability

Research Methodology

This research follows a descriptive and analytical approach, combining qualitative and quantitative data collection methods. The study relies on both primary and secondary sources of information to ensure comprehensive insights.

- **Primary Data Collection:** Surveys and structured interviews conducted with supply chain managers, retail owners, and consumers.
- **Secondary Data Collection:** Information derived from published books, academic journals, research papers, and online databases.

  The research methodology is designed to ensure accuracy, validity, and reliability in assessing supply chain consistency and recovery within the Khadi industry.

Sampling Design

- **Sample Size:** 120 respondents, including suppliers, retailers, and logistics professionals.
- **Sampling Method:** Simple random sampling to ensure unbiased and representative data collection.

Area of Study

The research is conducted in Coimbatore, a prominent market for Khadi products. This location was selected due to its active retail environment and well-established supply chain networks, making it an ideal setting for studying supply chain dynamics.

Data Collection

- **Primary Data:** Direct interactions with stakeholders through structured interviews and detailed questionnaires.
- **Secondary Data:** A review of existing literature, including industry reports, market analyses, and supply chain management studies.

PERCENTAGE ANALYSIS

Table 1: Supplier Relationship Management

Supplier relationship management	Number of respondents		Percentage
Custom made	68		57
Standard package	40		33
Not in use	12		10
Total	120		100

Interpretation:

From the above table, it is concluded that 57% of the respondents said that the supplier relationship management is custom made, 33% of the respondents said that the supplier relationship management is a standard package and 10% of the respondents said that the supplier relationship management is not in use.

WEIGHTED AVERAGE

Table 2: Weighted Average With Ranking Key Performance Indicator (Kpi)

Attributes	5	4	3	2	1	Total	Weighted score	Rank
Quality (ex: number of defect, quality management, audit)	75	25	10	5	5	520/120	4.33	I
	375	100	30	10	5			
Price (cost reduction, price level, price trend, so on)	40	30	15	14	21	414/120	3.45	II
	200	120	45	28	21			
Delivery (on-time delivery, late delivery, right quantity)	30	20	40	20	10	400/120	3.33	III
	150	80	120	40	10			
ering (process, accuracy)	20	10	30	40	20	330/120	2.75	VII
	100	40	90	80	20			
cedure and policies	10	30	40	25	15	355/120	2.95	VI
	50	120	120	50	15			
Information sharing	45	12	14	30	21	396/120	3.28	IV
	225	48	42	60	21			
	7	18	23	38	34			

Customer relationship	35	72	69	114	34	324/120	2.70	VIII
Inventory	25	24	20	38	13			
	125	96	60	76	13	370/120	3.08	V

INTERPRETATION

From the above table key performance indicator (KPI) ranked first Quality (ex: number of defect, quality management, audit) with weighted average 4.33, Price (cost reduction, price level, price trend, so on) ranked second with weighted average 3.45, Delivery (on-time delivery, late delivery, right quantity) ranked third with weighted average 3.33, Information sharing ranked fourth with weighted average 3.28, Inventory ranked fifth with weighted average 3.08, Procedure and policies ranked six with weighted average 2.95, Ordering (process, accuracy) ranked seventh with weighted average 2.75 and Customer relationship ranked eighth with weighted average .270

FINDINGS

- A significant proportion of respondents identified inefficiencies in supply chain processes, particularly in inventory management and order fulfillment.

- 55% of respondents indicated that their businesses served international markets, emphasizing the need for robust supply chain strategies.

- 35% of respondents rated their companies as highly successful in managing supply chain operations, while the remainder highlighted areas for improvement.

- It is interpreted that there is significant mean difference between gender of the respondents and overall rating of the company

SUGGESTIONS

- Supply chain managers should receive specialized training in collaborative supply chain strategies, relationship management, and effective negotiation skills.

- Implementing data-driven solutions such as electronic data interchange (EDI), radio frequency identification (RFID), and automated inventory tracking can enhance supply chain visibility and efficiency.

- Establishing long-term partnerships with reliable suppliers can help mitigate supply disruptions and improve consistency.

- Companies should invest in predictive analytics tools to forecast demand accurately and optimize inventory management.

- Regular evaluation of supplier performance based on KPIs such as on-time delivery, order accuracy, and recovery rates can help identify areas for improvement.

CONCLUSION

This study identifies the importance of supply chain consistency and recovery in ensuring business success in the retail sector, particularly within the Khadi industry. Retailers relying on suppliers with varied

reliability levels face uncertainty in product availability, impacting both operational efficiency and customer satisfaction. The research highlights that traditional service level metrics do not fully capture the nuances of consistency and recovery, leading to missed opportunities for performance optimization.

Suppliers that excel in maintaining steady product availability and rapid recovery from stockouts tend to gain a competitive edge. Retailers should prioritize these factors when selecting suppliers to ensure seamless inventory management and uninterrupted service to customers. Ultimately, implementing technology-driven solutions, strategic supplier partnerships, and data-backed decision-making processes will drive long-term growth and sustainability in retail supply chain management.

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"The Supply Chain Revolution: Innovative Sourcing and Logistics for a Fiercely Competitive World" by Suman Sarkar.

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