

# RETAIL SUPPLY CHAIN MANAGEMENT

**Module Duration:** 30 hrs (10 sessions)

**Faculty Coordinators :** Prof. Sanjeev Verma and Prof. Neeraj Pandey

## Introduction:

A strong and efficient 'Retail Supply Chain Management provides a firm foundation and backbone for success in any kind of retail business whether the retailer comprises of street vendors, local grocery stores, supermarkets, automobile showrooms, internet kiosks, home appliance showrooms, direct marketers, etc. A 'Supply Chain' is also known as 'ValueChain' encompassing the flow and management of resources across the retail enterprise for the purpose of maintaining the retail operation profitably. Retail SCM is the art of management of providing the Right Product, At the Right Time, Right Place, and at the Right Cost to the Customer.

**Pre-requisite:** Basic understanding of Retail Industry

## Course and Learning Objectives:

- To understand the nuances of retail supply chain management
- To understand the integrative role of technology in driving the retail supply chain
- To demonstrate how to build a customer-driven retail supply chain for efficient and effective distribution strategies.
- To apply analytical tools and emerging technologies for effective omnichannel and digital channel supply chain profitable strategies

**Target Audience:** Frontline Executives and Mid-Level Managers

**Pedagogy:** Lectures, Case Studies, Simulations, and Discussions in the class

## Reference Books:

- Ayers, J. B., & Odegaard, M. A. (2017). Retail supply chain management. CRC Press.
- Levy, M., Weitz, B. A., Grewal, D., & Madore, M. (2012). Retailing Management, New York: McGraw-Hill/Irwin.

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## Session Plan (Each Unit 6 Hours):

| Unit | Title  | Topics   |  | Case Study   |
|------|--|--|--|--|
| 1    | Introduction to Retail Supply Chain Management | Retail Supply Chain-Basics, Consumer Behaviour, Consumption and its impact on Retail Supply chain  | Video 1: Retail Supply Chain in Action   | Reliance Retail-Setting New Retail Standards in India                              |
| 2    | Customer Driven Retailing Strategy             | Retail Formats, Rural Retailing, Retail Analytics; Customer-Driven Retailing Strategy Framework  | Video 2: Retailing formats               | Growth Implementation Strategies at Shoppers Stop Turnaround of Bata India Limited |
| 3    | Supply Chain Management in Retailing           | Inventory Planning, Integrated Supply Chain, Efficient Consumer Response, Collaborative Planning, Forecasting and Replenishment (CPR), Retail Automation |  | Walmart Retail Supply Chain  |
| 4    | Omnichannel Retailing                          | Distinguishing Multichannel and Omnichannel, Omnichannel Retailing Strategies  | Video 3: Omnichannel retail supply chain | Turnaround of Bata India Limited   |
| 5    | Online Retailing (E-Commerce and M-Commerce)   | Online Retailing, Online Retailing Models, Drivers and Barriers of Online Retailing  |  | Zara Automated Retailing   |

## Learning Outcomes:

- Understanding retail supply chain management
- Understanding integrative role of tech in retail supply chain