

Supply Chain Management in Fresh Produce Retailing: Evidence from Indian Retailers

Presented By:

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OUTLINE OF PRESENTATION

- Introduction
- Objectives
- Methodology
- General model of Supply chain system
- Analysis
- Inferences
- Recommendation

INTRODUCTION:

- INDIAN fresh fruits and vegetables distribution system.
- Requirement of improving transportation practices in fresh produce retailers.
- Supply chain forcing companies to change strategies.
- Regulation related to the supply chain of fresh fruits and vegetables.

INTRODUCTION:

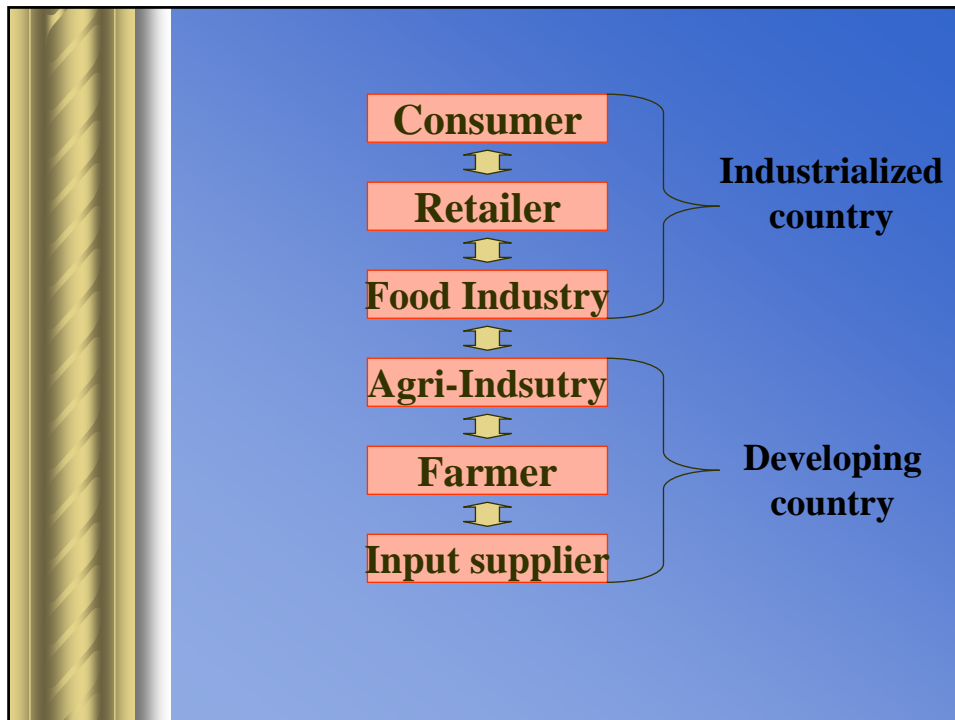
- Provides the critical linkage between the food production stage ,suppliers and consumers;
- Assures the timely and efficient distribution of foods to meet consumer demand for affordable food;
- Maintains the quality and safety of the food until it is purchased by consumers;
- Adoption of new technology for the transportation of perishable fruits and vegetables.

OBJECTIVES

- To analyze the importance of supply chain in fresh produce retailing
- Examining the strategies of retail firms
 - In ensuring, the consumers get the fresh produce at their table
 - No compromise on cost and quality
 - Role of transporting these produce from the market to the store
- Recommendations for the study

METHODOLOGY

- **Exploratory research.**
- **Survey through questionnaire.**
- **In depth interview with operations manager.**
- **Customer perception data captured through questionnaire.**
- **Identify the attributes which play a significant role in building the perceptual model .**



ANALYSIS

TRANSPORTATION

- By and large own transport facility but some do outsource.
- Believe damage to produce is minimum during transportation.
- Transportation cost compare to procurement cost.

FRESHNESS

- During Transportation
- In Ware House
- In Retail shop
- Refrigeration system.

WARE HOUSE

- Major of them have Ware house.

FRUITS AND VEGETABLES VARIETY

- Some of them have a number of fruits and vegetables variety

PRICE

- Price of fruits and vegetables compare to others.
- Price fixing for fruits and vegetables.

OTHER PARAMETERS

- Middle men involvement.
- Decision maker for purchasing of fruits and vegetables.
- Major customers.
- Forecasting for purchase of fruits and vegetables by Retail shops.

INFERENCES

FORMAT OF THE STORES	Cost	Time	Distance	Facility
Subhiksha	- -	- -	- -	+ +
Monday to Sunday	- -	- -	- -	+ +
Reliance fresh fruits and vegetables	- -	- -	- -	+ +
Fab mall	- -	- -	- -	+ +
Food bazaar	- -	- -	- -	+ +

FORMAT OF THE STORES	Middle men	Own Transportation	Damage	Freshness
Subhiksha	-	+	- -	+ +
Monday to Sunday	-	+	- -	+ +
Reliance fresh fruits and vegetables	-	+	- -	+ +
Fab mall	-	+	- -	+ +
Food bazaar	-	+	- -	+ +

FORMAT OF THE STORES	Optimum price	Varieties
Subhiksha	-	+
Monday to Sunday	-	+ +
Reliance fresh fruits and vegetables	-	+ +
Fab mall	+	+ +
Food bazaar	+	+ +



INFERENCES

Company
performance

ACCESSIBILITY IV	VARIETY III
PRICE I	FRESHNESS II

Customer loyalty

Recommendations

- Retail store should keep their own logistics.
- Maintain the freshness during Transportation, in ware house and in Retail shop.
- A variety of fruits and vegetables in their stores.
- Price should be optimum.



THANKS...