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Authors: [kumari, Jaya \(/browse?type=author&value=kumari%2C+Jaya\)](#)

Advisor: [Bara, Niva \(/browse?type=author&value=Bara%2C+Niva\)](#)

Title: STUDY ON SUPPLY CHAIN MANAGEMENT PROCESS OF VEGETABLES IN RELIANCE STORES RANCHI

Publisher: Birsa Agricultural University, Kanke, Ranchi, Jharkhand

Language: en\_US

Type: Thesis

Pages: 48

Agrotags: null

Keywords: STUDY ON SUPPLY CHAIN MANAGEMENT PROCESS OF VEGETABLES IN RELIANCE STORES RANCHI

**Abstract:** In today's competitive marketplace the pressure on organizations to find new ways to shape and deliver value to customer grows ever stronger. Gradually, in emerging economies as well as developments markets, the power of the seller has overtaken that of the customer. Supply chain Management not only helps in cutting costs, but also adds to maintain and improve the quality vegetables marketed. In marketing vegetables, which are perishable in nature, supply chain plays a crucial role. The very nature of land holding by the farmers, varied climate conditions, production spread over wide geographical area, mainly in remote villages, diversified consumptions patterns and poor infrastructure makes SCM for vegetables complicated. In India, SCM is at its growing stage in marketing of fruits and vegetables. Marketing of Vegetables are challenging because of the perishability, seasonality and bulkiness and consumption habits of the Indian consumers. In addition to this, poor infrastructure, poor equity in SC and conventional small scale unorganized retailers, make state of the art supply chain challenging in the present scenario. The Indian retail market is mainly dominated by unorganized retailers. Recent development in retailing gives entry to the large number of organized retailers including Reliance Industries Limited. As per this paper important drawbacks of the current supply chain is not proper demand, high level of wastage, quality degradation, poor infrastructural facilities and high cost. Keywords: vegetables and Supply chain management.

Description: STUDY ON SUPPLY CHAIN MANAGEMENT PROCESS OF VEGETABLES IN RELIANCE STORES RANCHI

Subject: Agricultural Business Management

Theme: STUDY ON SUPPLY CHAIN MANAGEMENT PROCESS OF VEGETABLES IN RELIANCE STORES RANCHI

These Type: M.B.A.

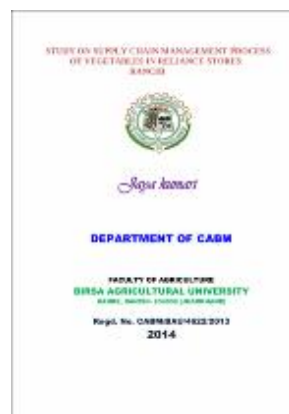
Issue Date: 2014

Appears in Thesis (/handle/1/93550)

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