

## **SYNOPSIS**

### **AN EXPLORATORY STUDY ON THE SUPPLY CHAINMANAGEMENT PRACTISES OF A DISTRIBUTOR**

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## **INTRODUCTION**

Distribution has become a key aspect of the business in recent times specially with the global markets being open and reachable for all without any geographical limitations. International Brands of commodities such as mobilephones , laptops, electronic goods, luxury jewels, clothing, footwear, food products, spices, oil etc. being produced in one country are now available in other countries and thereby posing a challenge to all the suppliers to make their products available across the globe through their subsidiaries or through their distributors, hence the supply chainleaders of the subsidiaries or the distributors for the region try and do their best to make the right goods available at the right time to the right place at the right cost.

This exploratory study assesses the scope to which Supply Chain Management practice influences the supply chain performance with reference to a distributor.

With a career span of about 20+ years in the logistics industry of having worked with a multinational shipping company in India, a multinational freight forwarder in UAE and a multinational distributor of leading electronic brand in UAE for the past 16 years, think there is some aspect of supply chain that can studied with my experience and can be shared to the next generation for them to evolve and grow as a supply chain expert specially with the supply chain practices of a distributor's perspective.

I started working in the Gulf at a time when prominent brands were not allowed to do business on their own, instead they were supposed to have distributors in the country through whom they were allowed to sell their brand within the country and thus discovered the challenge of working in the supply chain team of a distributor to make goods available at the right time across the Gulf region.

Distributors of a parent company are basically companies who act as subsidiaries on behalf of their parent companies and sell parent company's product in the region or country by taking the margin of profit share for the product as decided by the supplier. Distributors import goods from the country of the parent company where it is manufactured and stock in their warehouses either in mainland or in bonded-warehouses and distribute the products to other countries through resellers or distribute within the country through retailers. The Supply Chain Activity of a distributor predominantly revolves around different legs of the supply chain management viz. forecasting and purchasing, importing, storing, and Distribution (Export or Local Deliveries). These legs of the Supply Chain activity of a distributor are discussed further in detail as below.

### **Forecasting & Purchasing**

Forecasting is a process in which the future can be predicted for the products that we intend to purchase and sell. A structured way of forecasting is done to procure the right quantity of products with due input from the sales and the management of the company. There are different methods of forecasting being used for products that are in high demand and products that are not in demand and for products that are mandatory to purchase as per the requirement from the supplier. Once a forecast is done, required Purchase Orders are placed with the supplier to get the required products delivered to the country of import.

### **Import by the distributor**

A distributor can use modes of transport such as land, sea or air depending on the distance, cost, requirement of products to be distributed. For low-value cargo such as FMCG products, fertilizers, grains, cloths, etc. generally a distributor uses sea if the distance is far or land if the distance is short and for high value goods such as mobile phones, laptops, etc. distributors use Air for the fact that their shipment reaches fast and can be distributed as quick as possible.

### **Storage by a distributor**

A distributor stores the goods received by the supplier using different methods as suitable and convenient for the goods to be exported and distributed. Storage can either be done using own warehouse, 3PL warehouse, bonded warehouse etc.

### **Deliveries by the Distributor**

A distributor can use various modes of transport such as sea, road or air depending on the distance, cost, requirement of products to be distributed. For low-value cargo such as FMCG products, fertilizers, grains, cloths, etc. generally a distributor uses road freight and sea freight and for high-value goods such as mobile phones, laptops, etc. distributors use Air for the fact that their shipment reaches fast and can be distributed as quick as possible.

**Some of the examples of world-renowned distributors are as follows**

Redington India Pvt Ltd and Reddington Middle East LLC ( A Major player of IT products distributing products such as Apple, HP etc. in India and in the Gulf )

Reference : <https://redingtongroup.com>

Al Maya Group (Distributors of Apparels such as Byford, Levi's etc.

in the UAE)

Reference: <https://www.almaya.ae>

Emirates Snack foods LLC (Distributors of brand Barilla, Indomie, Hershey's, Bonne Maman, Alpro and many more)

Reference: <https://www.esf-uae.com>

## **LITERATURE REVIEW**

A literary review of the topic reveals that there is not much research done particularly with the supply chain management practices of a distributor as such however there are studies done on the supply chain management and an attempt will be made to take inferences from respective research wherever necessary highlighting the area of research coinciding with the topic of study and the different legs of the supply chain management.

## **OBJECTIVE**

- a) To identify the current supply chain management practices of the distributor.
- b) To examine the challenges faced by the distributor if any, in managing the supply chain.
- c) To explore the strategies used by the distributor to manage the supply chain.
- d) To identify the best practices in supply chain management adopted by the distributor.
- e) To provide recommendations to the distributor on how to improve their supply chain management practices.

## **METHODOLOGY**

The proposed research will be conducted through a case study approach. Survey method and Questionnaires will be used to collect data. The case study will focus on a distributor in a specific industry and with practical experience of about 16 years of having worked in the supply chain department of a leading distributor in the middle east for high-end electronic goods. The data will be collected through a combination of primary and secondary sources. The primary data will be collected through interviews with the key stakeholders. The secondary data will be collected through a review of the relevant literature on supply chain management.

## **DATA ANALYSIS**

The data will be collected through interviews and practical experience. Data thus collected through interviews and self-experience and data from literature review will be analyzed using content analysis. The content analysis will help identify the supply chain management practices, challenges, strategies, and best practices used by the distributor. The analysis will also identify any patterns, trends, or themes that emerge from the data.

## **EXPECTED OUTCOME**

The expected outcomes of this research study are to identify the current supply chain management practices of the distributor, examine the challenges faced by the distributor in managing the supply chain, explore the strategies used by the distributor to manage the supply chain, identify the best practices in supply chain management adopted by the distributor, and provide recommendations if any to the distributor on how to improve their supply chain management practices.

## **CONCLUSION**

The proposed research study on the supply chain management practices of a distributor will provide valuable insights into the supply chain management practices of the distributor with the practical experience of the researcher having worked with the distributor for 16 years. The findings of the study will be useful for the supply chain management professionals with a special focus on the distributor in improving their supply chain management practices and for the industry as such, in identifying best practices in supply chain management. The study will also contribute to the existing literature on supply chain management practices that have been studied or discovered so far.

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