

“A Study on Supply Chain and Distribution of Equipments in Labbazaar India Private Limited”

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ABSTRACT:Supply Chain Management has expected a remarkable job in Companies Performance. In this paper we have made attempt to understand the significance of supply chain management and distribution and to know whether there is an opinion of employees on Supply chain management at lab bazaar. The research was conducted for a sample size of 50. The hypothesis of the study is to know whether there is a perception of employees on Supply chain management at lab bazaar. We have collected data through questionnaire and schedule method and to validate the data frequency,chi-square test have been used. The outcomes of the work states there is a positive perception of employees on SCM at lab bazaar. A large portion of the employees were satisfied with the service provided at lab bazaar and few of them are dissatisfied with the service. Company should be more focused on supply chain management is being practiced in many organizations as a tool to leverage their overall performance it is also helpful to increase the profit by minimizing the cost.

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I. INTRODUCTION:

Today in a competitive and digital world, every organization must have proper attention to carry overall activities in the organization, especially in a supply chain and distribution most important and challenging task in sale products or service.

Supply chain management the board is the guideline of the progression of research center gear and administrations from production to client. The production network for the most part allude to assets expected to convey merchandise and enterprises to the shopper. These examination centers around talking about the fundamental nature and segments of store network of logical. Gear's with impressive consideration and future extensions alongside present patterns. Supply chain management in these businesses is accepted to be inalienably unpredictable and therefore it is very extreme assignment to perceive any enchantment button that will help expel the wasteful aspects to drive down cost. Essential producer includes the production of dynamic fixing. As far as attributes of store network gives detail data normal execution level. Choosing supplies and hardware isn't simple due to the wide scope of item accessible. Providers and hardware must be of adequately high caliber as far as execution well being material and structuring, naming and bundling. A store network is a system between an organization and provider to deliver and disperse a particular item to the last purchaser this system incorporates various exercises, elements, individuals, data and asset. A store network is the system of every one of people's association's assets exercises and innovation engaged with the creation and clearance of an item from the conveyance of source materials from the provider to the producer through to its inevitable conveyance to the end client.

The supply chain and distribution strategy will represent company's sales volume and profitability because of when the organization adapt proper distribution strategy to deliver its produced products to end users, it leads to high market participation, better competition attract more customers as well as large geographical area coverage. In other hand when the organization not adapt proper distribution strategy it leads to fails in meet and satisfied customers demand and expectations, high storage costs and other sales problems so “A right supply chain and distribution strategy will impact its sales performance”. Supply chain virtually exist in every organization but are especially apparent in manufacturing industries that have a flow of goods from supplier to manufacturing facility to the end customer.

II. STATEMENT OF THE PROBLEM:

Chosen problem for the study is “A STUDY ON SUPPLY CHAIN MANAGEMENT AND DISTRIBUTION OF EQUIPMENTS IN LABBAZAAR INDIA PRIVATE LIMITED” In present scenario supply chain management plays an important role. To know whether the employee have a good perception or a bad perception on supply chain management.

RESEARCH QUESTIONS:

What is your level of satisfaction of supply chain management and distribution?

What is your opinion of Employees on supply chain management and distribution at Labbazaar.

OBJECTIVES:

- To understand the significance of supply chain management and distribution.
- To analysis the opinion of Employees on supply chain management and distribution at Labbazaar.

FORMULATION HYPOTHESIS:

Ho: There is no perception of employees on Supply chain management at lab bazaar.

H1: There is a positive perception of employees on Supply chain management at lab bazaar.

RESEARCH METHODOLOGY:

RESEARCH DESIGN:

The researcher has used descriptive and Analytical research method for this study.

SOURCES OF DATA:

The study is based on primary and secondary. The primary data for this study is collected through questionnaire by distributing to the respondent and personal interviews with employees and manager of Lab Bazaar. The secondary data is collected through books, magazines, journals, company reports and website etc.,

SAMPLE DESIGN:

There are two of sampling technique that is probability and non-probability techniques under that convenient sampling is used for this study.

SAMPLING FRAME:

The sampling for these studies is the employees of Lab bazaar

SAMPLE UNIT:

The sampling unit selected are the employees of Lab bazaar

SAMPLE SIZE: 50

TOOLS OF DATA COLLECTION:

The tools for data collection are “questionnaire” and “Schedule” method.

STATISTICAL TOOLS APPLIED FOR THE STUDY:

The collected data will be analyzed with the help of statistical tools and techniques such as chi- square, frequency and percentages.

DATA ANALYSIS:

SL.NO	NAME OF THE DEMOGRAPHIC VARIABLES	NUMBER OF RESPONDENTS (n)	PERCENTAGE
01	Gender		
	Male	34	68
	Female	16	32
02	Age		
	Less than 30	46	92
	30 to 40	04	8
	40 to 50	00	0
	Above 50	00	0
03	Monthly Income		
	Less than 20000	30	60
	20001 to 30000	20	40
	30001 to 40000	0	0
	Above 40000	0	0

INTERPRETATION:

- The above table analysis shows that male respondents is 34 i.e., 68% and the female respondents is 16 i.e., 32%.
- The above table analysis shows that the age group which belongs to less than 30 are 46 respondents, 30 to 40 are 4 respondents.
- In this above analysis the monthly income is less than 20000 are 30 respondents, and 20001 to 30000 are 20 respondents

OBJECTIVE: To analyze the opinion of employee on supply chain management in Labbazaar.

Table: Perception of employee (Gender) on supply chain management in Labbazaar.

SL.NO	PARTICULAR	RESULT
1	Do you agree that advance technology implementation in distribution does it impact sales performance	Df = 4, P < 0.05, Sig : .048
2	How successful do you think is your company is managing its supply chain an general	Df = 3, P < 0.05, Sig : .819
3	Do you agree that supply chain and distribution channel play an important role in entire marketing strategy	Df = 4, P < 0.05, Sig : .046
4	Do you agree that good distribution channel members will provide entire information to customer	Df = 4, P < 0.05, Sig : .036

INTERPRETATION:

The above table explains that details there is significant association between Gender and opinion of employee on supply chain management. The significance difference response towards advance technology implementation in distribution it impact on sales performance = .048 < 0.05 / company is managing its supply chain an general = .819 > 0.05 / supply chain and distribution channel play an important role in entire marketing strategy = .046 < 0.05 / channel members will provide entire information to customer = .036 < 0.05 respectively.

Table: Perception of employee (Age) on supply chain management in Labbazaar.

SL.NO	PARTICULAR	RESULT
1	Do you agree that advance technology implementation in distribution does it impact sales performance	Df = 4, P < 0.05, Sig : .043
2	How successful do you think is your company is managing its supply chain an general	Df = 3, P < 0.05, Sig : .864
3	Do you agree that supply chain and distribution channel play an important role in entire marketing strategy	Df = 4, P < 0.05, Sig : .035
4	Do you agree that good distribution channel members will provide entire information to customer	Df = 4, P < 0.05, Sig : .045

INTERPRETATION:

The above table explains that details there is significant association between age group and opinion of employee on supply chain management. The significance difference response towards advance technology implementation in distribution it impact on sales performance = .043 < 0.05 / company is managing its supply chain an general = .864 > 0.05 / supply chain and distribution channel play an important role in entire marketing strategy = .035 < 0.05 / channel members will provide entire information to customer = .045 < 0.05 respectively.

Table: Perception of employee (monthly income) on supply chain management in Labbazaar.

Sl.no	PARTICULAR	RESULT
1	Do you agree that advance technology implementation in distribution does it impact sales performance	Df = 4, P < 0.05, Sig : .033
2	How successful do you think is your company is managing its supply chain an general	Df = 3, P < 0.05, Sig : .067
3	Do you agree that supply chain and distribution channel play an important role in entire marketing strategy	Df = 4, P < 0.05, Sig : .029
4	Do you agree that good distribution channel members will provide entire information to customer	Df = 4, P < 0.05, Sig : .038

INTERPRETATION:

The above table explains that details there is significant association between monthly income and opinion of employee on supply chain management. The significance difference response towards advance

technology implementation in distribution it impact on sales performance = $.033 < 0.05$ / company is managing its supply chain an general = $.067 > 0.05$ / supply chain and distribution channel play an important role in entire marketing strategy = $.029 < 0.05$ / channel members will provide entire information to customer = $.038 < 0.05$ respectively.

III. FINDINGS:

- There is significant association between Gender and opinion of employee on supply chain management The significance difference response towards advance technology implementation in distribution it impact on sales performance = $.048 < 0.05$ / company is managing its supply chain an general = $.819 > 0.05$ / supply chain and distribution channel play an important role in entire marketing strategy = $.046 < 0.05$ / channel members will provide entire information to customer = $.036 < 0.05$ respectively. There is a positive perception of employees (Gender) on Supply chain management at labbazaar. Because determined value is less than calculate value therefore we reject null hypothesis and accept alternative hypothesis.
- There is significant association between age group and opinion of employee on supply chain management The significance difference response towards advance technology implementation in distribution it impact on sales performance = $.043 < 0.05$ / company is managing its supply chain an general = $.864 > 0.05$ / supply chain and distribution channel play an important role in entire marketing strategy = $.035 < 0.05$ / channel members will provide entire information to customer = $.045 < 0.05$ respectively. There is a positive perception of employees (Age) on Supply chain management at Labbazaar. Because determined value is less than calculate value therefore we reject null hypothesis and accept alternative hypothesis i.e.,
- There is significant association between monthly income and opinion of employee on supply chain management The significance difference response towards advance technology implementation in distribution it impact on sales performance = $.033 < 0.05$ / company is managing its supply chain an general = $.067 > 0.05$ / supply chain and distribution channel play an important role in entire marketing strategy = $.029 < 0.05$ / channel members will provide entire information to customer = $.038 < 0.05$ respectively. There is a positive perception of employees (Monthly Income) on Supply chain management at Labbazaar. Because determined value is less than calculate value therefore we reject null hypothesis and accept alternative hypothesis.

IV. SUGGESTIONS:

As per the survey conducted, I noticed some points which I suggest to overcome those elements my objective of conducting this survey is to understand the significance of supply chain management and distribution. to Analyze the opinion of the employee on supply chain management and distribution. The advance technology implementation in distribution it has great impact on sales performance. The management of supply chain is not up to the mark. The information provided channel member is not sufficient. The company product should reach all the remote area, the company need to make more awareness about the product. They need to more focus on company is managing its supply chain in general.

V. CONCLUSION

Today in a competitive and digital world, every organization must have proper attention to carry overall activities in the organization, especially in a supply chain and distribution most important and challenging task in sale products or service. The supply chain and distribution strategy will represent company's sales volume and profitability because of when the organization adapt proper distribution strategy to deliver its produced products to end users, it leads to high market participation, better competition attract more customers as well as large geographical area coverage.

In other hand when the organization not adapt proper distribution strategy it leads to fails in meet and satisfied customers demand and expectations, high storage costs and other sales problems so “A right supply chain and distribution strategy will impact its sales performance”

In this above project company should be more focused on supply chain management is being practiced in many organizations as a tool to leverage their overall performance it is also helpful to increase the profit by minimizing the cost. Supply chain virtually exist in every organization but are especially apparent in manufacturing industries that have a flow of goods from supplier to manufacturing facility to the end customers. The study is helpful to the organizations to identify the shortcoming and to know the strength and weakness on each parameter. So that they can improve it in a better manner. The study is also helpful to the supply chain practicing organizations to strength their existing supply chain and to mint the profit, the organizations improving upon various dimensions which may lead financial and non-financial performance.

Limitations Of The Study:

- This study is limited only to northBangalore
- Limited small size respondents considered thisstudy
- This study is not conducted the wholeorganization

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