**Paper No: PU-SOM- 14**

**Efficiency of Supply Management Practices with Special Reference to Retail Sector in Bengaluru**

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**Abstract**

Retail Supply Chain Management refers to the process of managing the entire supply chain of retail organization. The main factor which differentiates retail supply chain management with other supply chain management is the volume of product movement and the fast moving nature of products of the retail industry. Supply chain management is very important to every organization in the retail industry, it has to be monitored closely and maintained properly. This research study helps to know about the supply chain management practices followed by retail sectors with special reference to perishable products like fruits and vegetables. It helps to know the benefits which can be obtained by effectively managing the inventory and supply chain of fruits and vegetables. This study gives a bird-view on the efficiency of supply chain management practices maintained at Big Bazaar, Bangalore.

**Keywords:**

Retail Supply Chain Management, Efficiency of Supply chain, Retail organization, Competitive Advantage.

**Publication Details:**

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| --- | --- | --- | --- | --- | --- |
| **Journal Name** | **Vol.** | **Month & Year** | **Page No.** | **Publisher** | **Scimago Ranking** |
| [ACME Intellect International Journal Research in Management, Social Science and Technology](https://ideas.repec.org/s/spr/jecstr.html) | 26(26) | April, 2019 | 1-14 | ACME | Q2 |