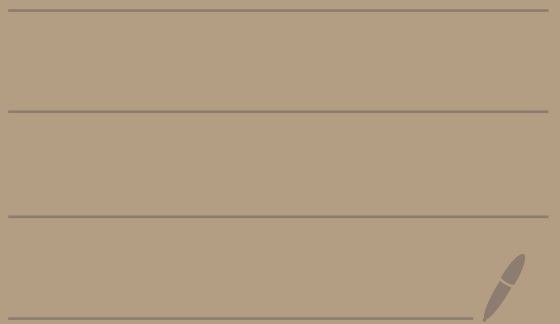


SCMPE - MARATHON

May 2023.

by
CA Sankalp Kanthiya



Chapters :

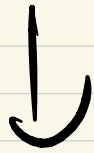
Theory + Practical

The diagram consists of the word 'Chapters :' at the top, underlined. A vertical line descends from the center of 'Chapters :', and a horizontal line extends from it to the right, ending in a right-angle bracket. Below this bracket, the words 'Theory + Practical' are written. The word 'Theory' is enclosed in a red circle. A horizontal line is drawn below 'Theory + Practical', and a red checkmark is placed below the word 'Practical'.

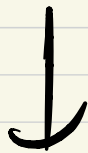
MBE:

COQ

Quality specifying
check



Cost incur



Quality = Giving the
customer more
than his exp-

COQ

Cost of good \uparrow

Cost of Bad \downarrow

~~Design~~

Doing the plan.

Prevention cost

Appraised cost

Quality Tng
Audit

Machine check.

Review
Supplier

Supplier
(Mat raw)

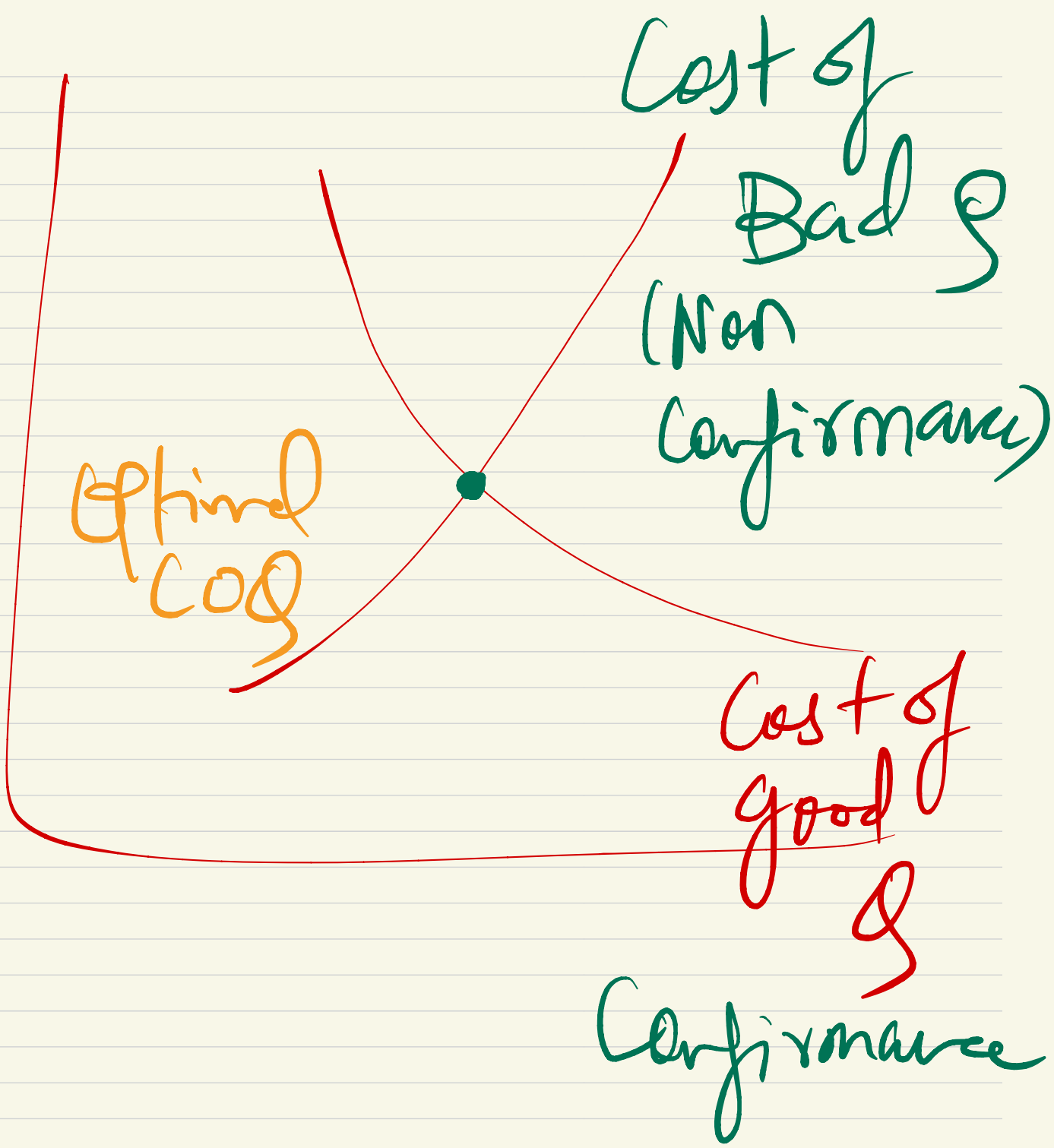
After pdn CO Bad S L
but in factory

Internal
fail use

- Rework
- Scrap

After pdn
& delivery to cust.
External
fail.

- Customer Ret.
- Reputation
- Delivery cost
- Reproduce.



TQM.

Total

Quality

Mg.

Giving the
Customer

more than

he

exp.

↓
Include
everyone in
the supply
chain.

Top

Med

Low

Employees

Suppliers

⊕

All phases of pdt.

TQM:

✓ Continuous Imp.

✓ Customer focus.

✓ Aimed @ Imp.

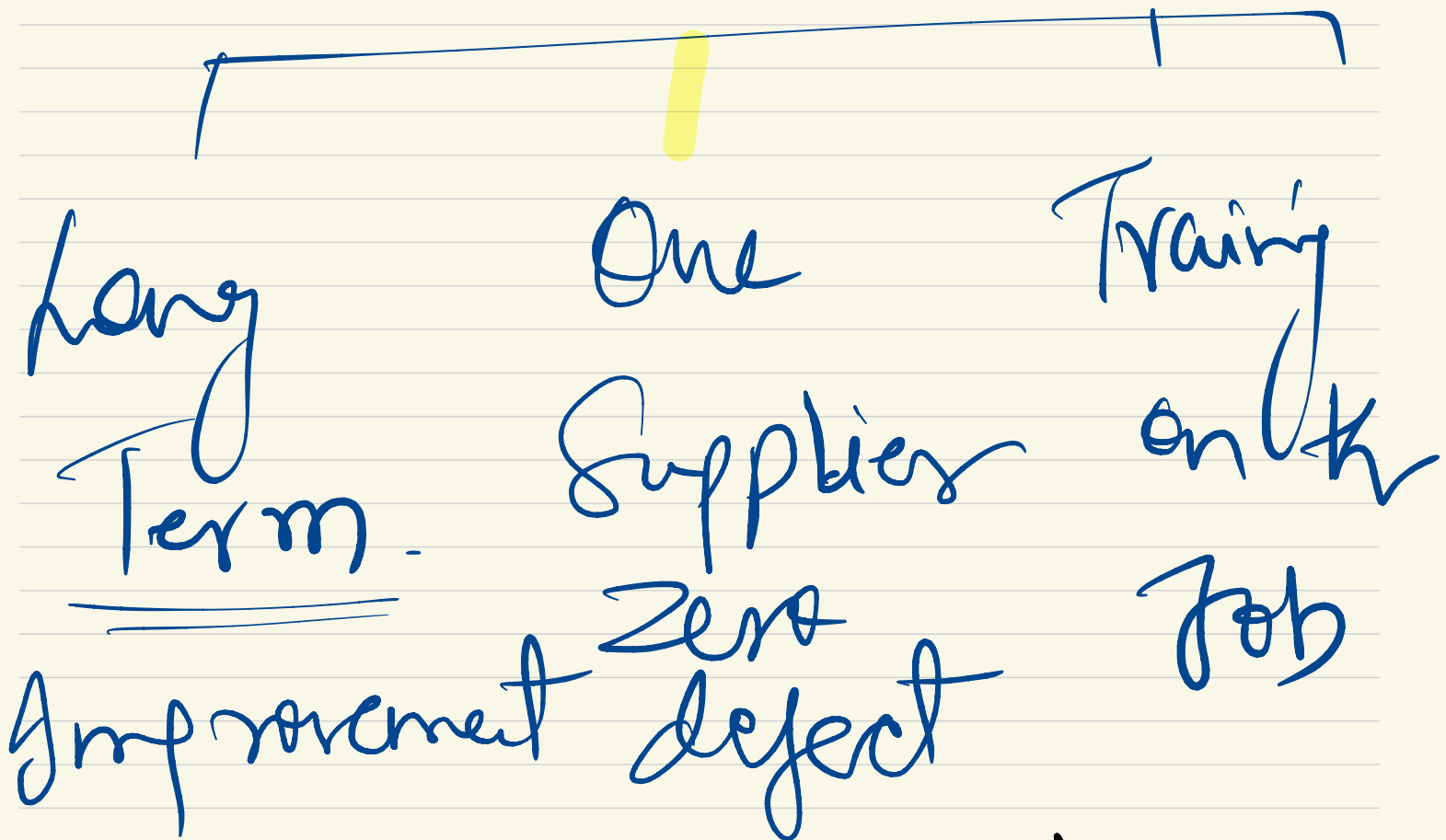
process.

Pdn should be defect free @ first time.

6 c's of TQM

- a) Commitment:
- b) Custom focus.
- c) Continuous Imp.
- d) Culture
- e) Control.
- f) Cooperation.

~~Deming points~~



Break down
dept
barriers.

Educin
&
Self
imp.

Mgmt
by
obj
Eliminate

PDCA

Plan

Do

Check

Act.

BEM

- Efficiency of ops
- Employee loyalty
- Minimize of waste / Resources
- High Standard of Business
- Outstanding pr

BEM (DER)

Discin

Execute

Result

Purpose
of
Origin

Strategy

Origin
achieve.

DEM (Safy, Tata)

- Purpose & Vision
- Leadership
- Stakeholder perception
Eng—
- Sustainable Value

R : Result (Grp 1
Res.)

A : Approach (Grp 2)

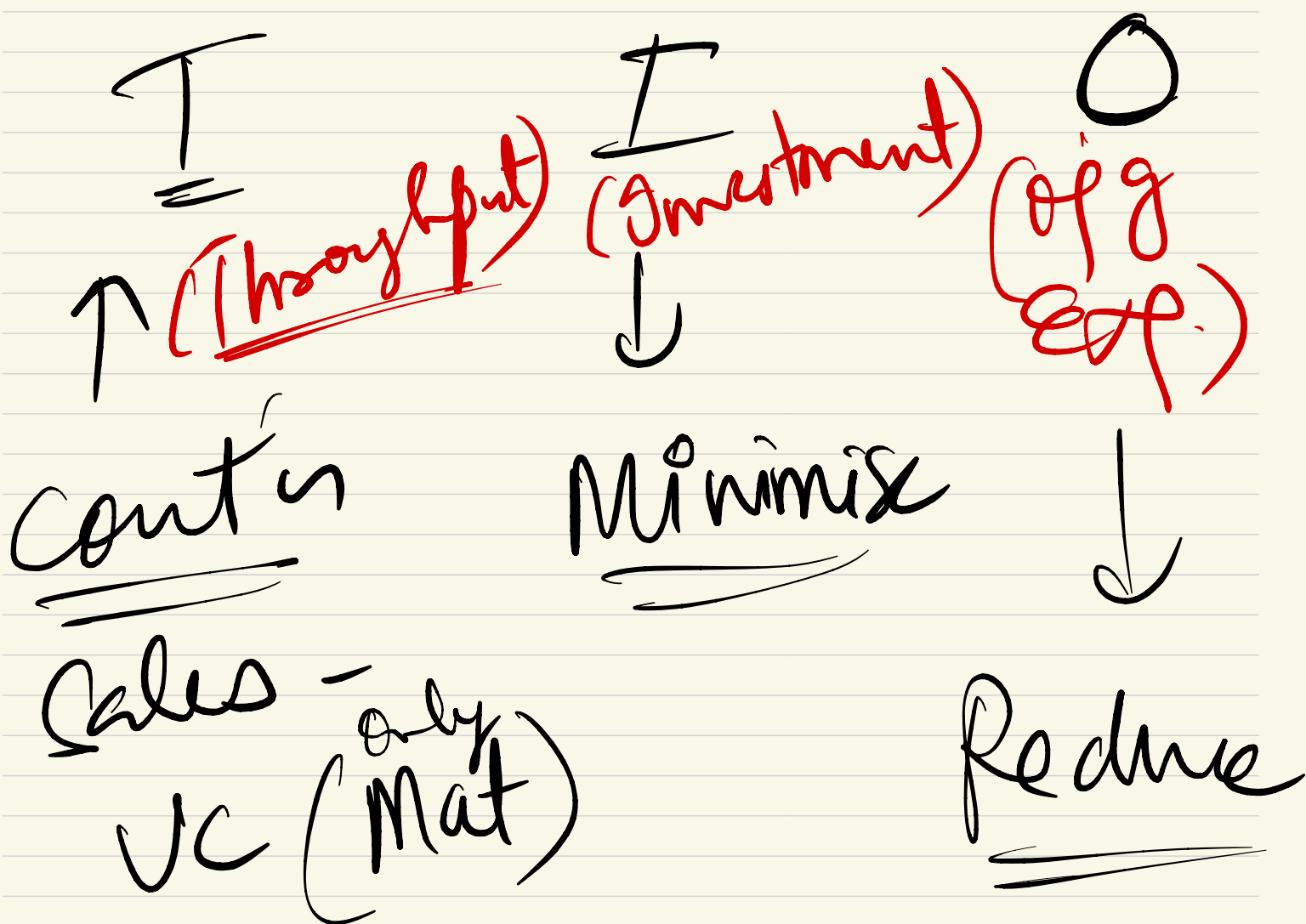
D : Deploy Resources

A : Assess (Test)

R : Refine.

Theory of Constraints

- Any Resource / Machine which restricts prod.



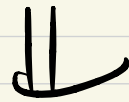
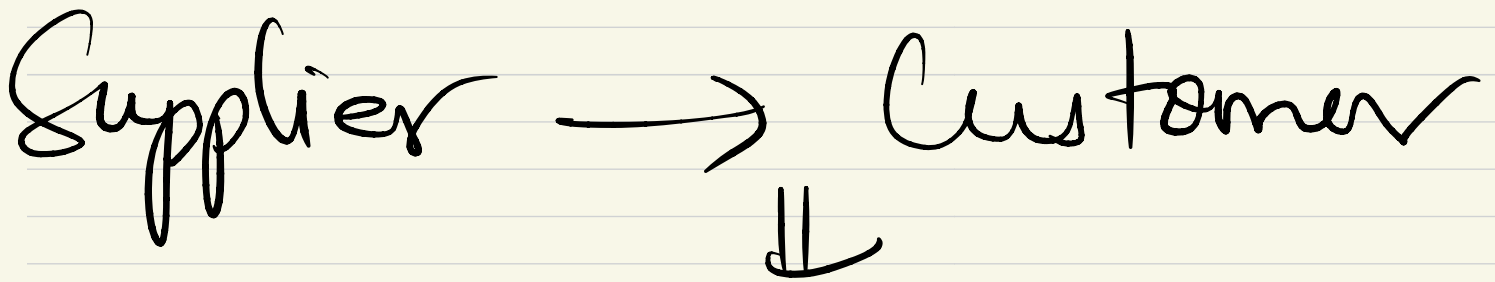
5 Step Model Goldratt

- Identify the Constraint
- Exploit the Constraint.
- Subordinate & Synchronize
- ↑ Performance (const.)
- Repeat.

Supply Chain

Manag. (SCM)

(End to End processes)



-
- Plan Planning ✓
 - Proc Material ✓
 - Material Mgmt ✓
 - Dist'n ✓
 - Customer Satisfic
 - After Sales Service.

Chain. →

Supplier,

Mfr,

Transporter,

Storage,

Distributor,

Retailer,

Customer

QSCF (Amazon.)

- Customer Relationship
- Customer Service
- Supplier
- Pdt. Dev. & Comm.
- Demand mg.
- Order fulfillment
- Return mg.
- In fm (info flow mg.)

Push Model

(Pdn in Advance)

Smart

Pull Model

(Pdn after demand generation)

Steps in SUM

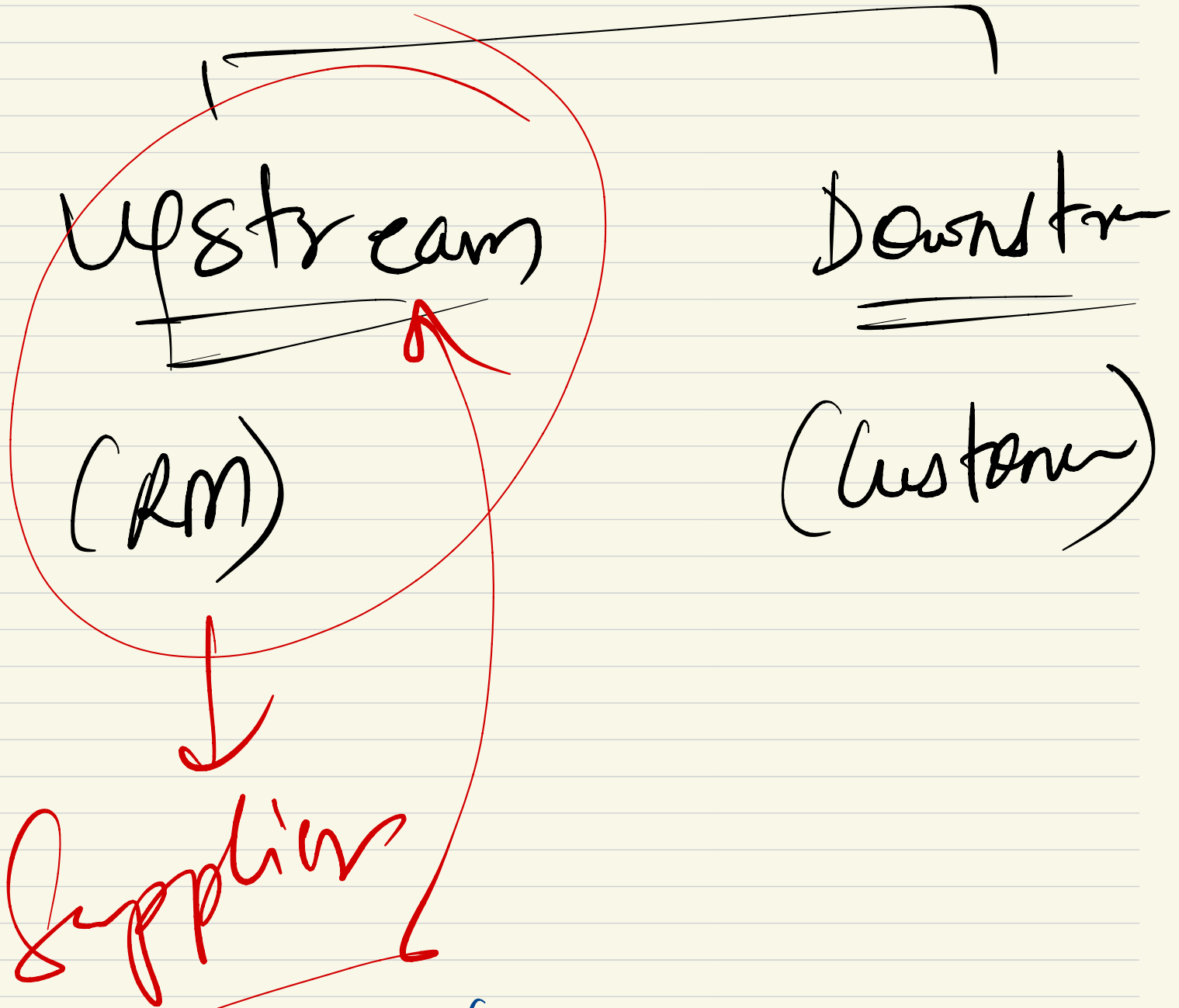
o Plan

o Develop (Process)

o Make

o Deliver

SCM

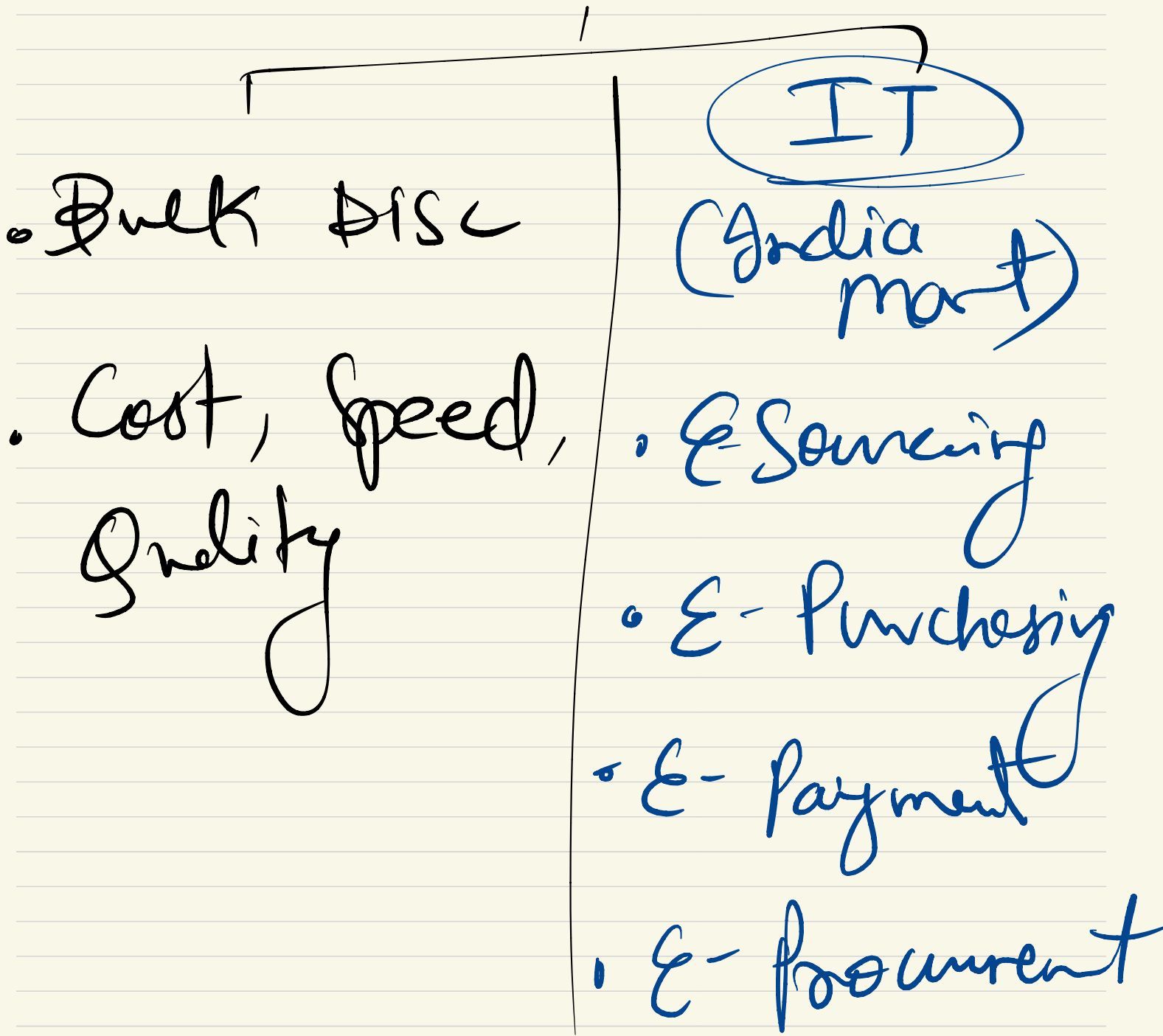


Bulk Dis -

- Cost, Speed of Delivery, Quality

Upstream

Supplier



Downs beam

Customer Mgt

Relationship

Mktg :

Relationship Mktg

- Customer

- Referral (Ola / Uber)

- Influence (Nervaj
Chopra)

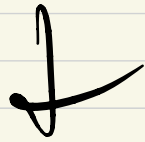
- Recruitment (ICAI)

- Interned (Tata
Corp.)

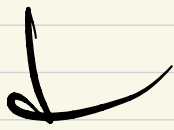
- Supplier (OLX /
Amazon.
Bose)

CAP

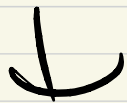
Customer base



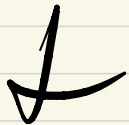
Revenue



Quality Customer



Retain



Eliminate Unprofitable seg.

CLV

Net Cash Inflow
expected over the
lifetime of the
product / customer.

Components of CLV (Cadbury)

- Customer Target

- Customer Acq'n

- Customer Retention.

(mcd) Customer Extension

- Resell

- Cross sell

- Upsell

Gain - Sharing Arr.

(10000)
Books
print

Rs 800
cost

B. 1000/-
SP

~~20 profit~~

Public
→ MMD

700/- cost
(100/-)

Equity
Sharing