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# What is Supply Chain?

Flow of goods and materials from the supplier thru multiple products and logistics operations to the ultimate customer which includes, planning and management of supply and demand, sourcing raw materials and parts, manufacturing and assembly line, warehousing, inventory control, order management, distribution, delivery and customer service.



# Why Supply Chain?

Business complexities on the increase due to

- Uncertainty in demand
- Product diversification
- Increasing competition
- Shrinkage in product life cycle
- Change in environment
- Ever increasing customer expectation

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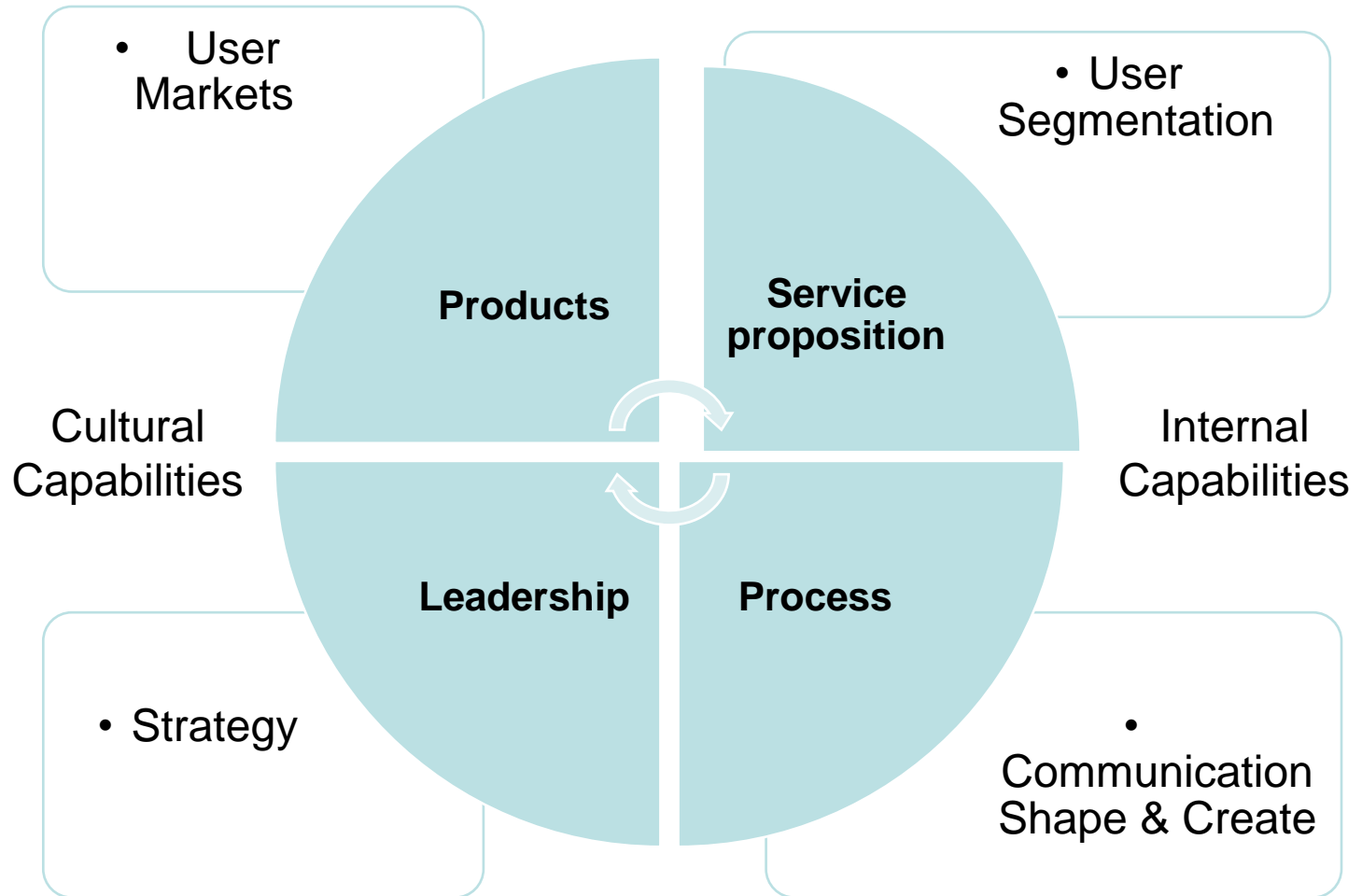
**Increasing competition**

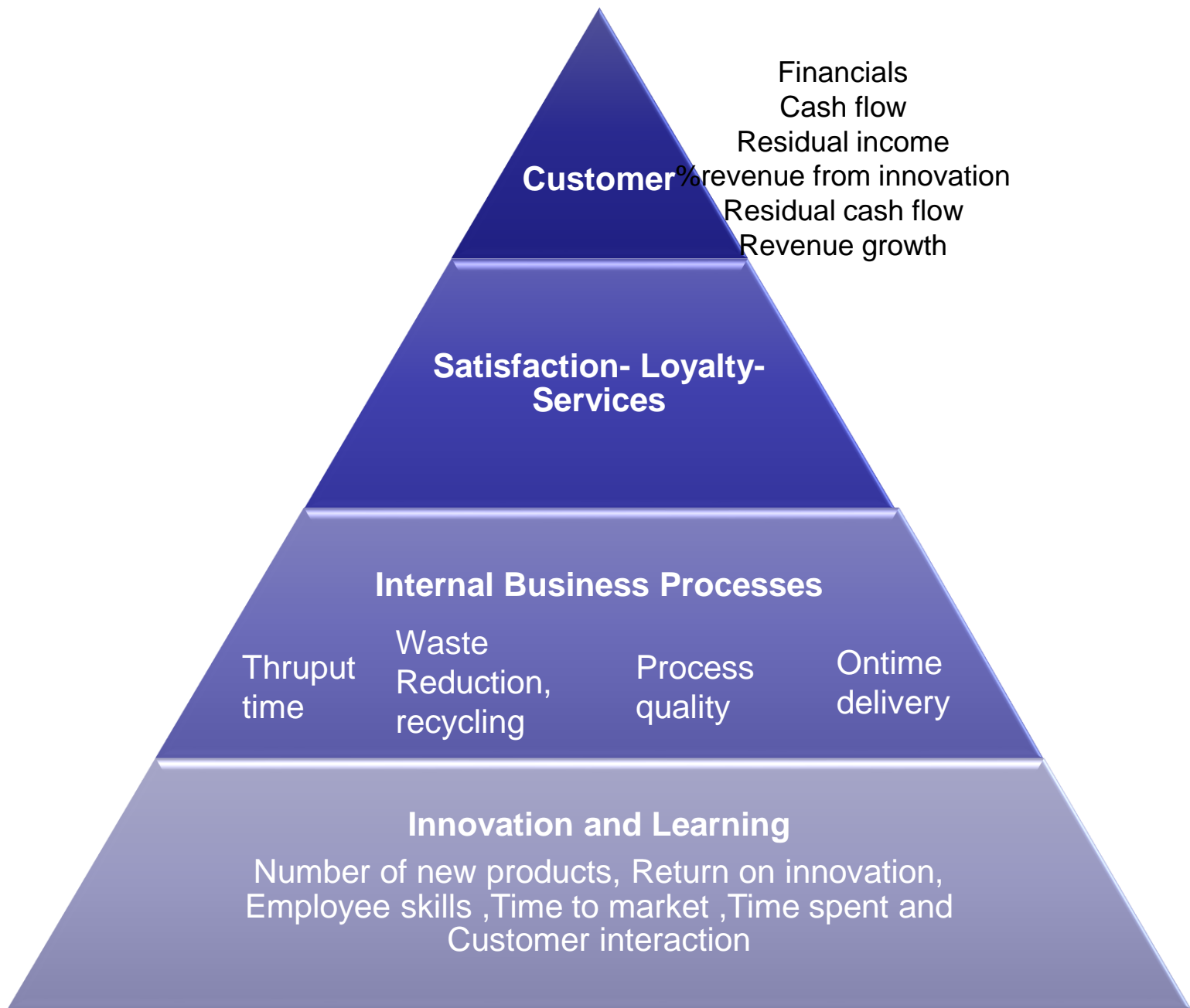
**Shrinkage in product life cycle**

**Change in environment**

**Ever increasing customer expectation**

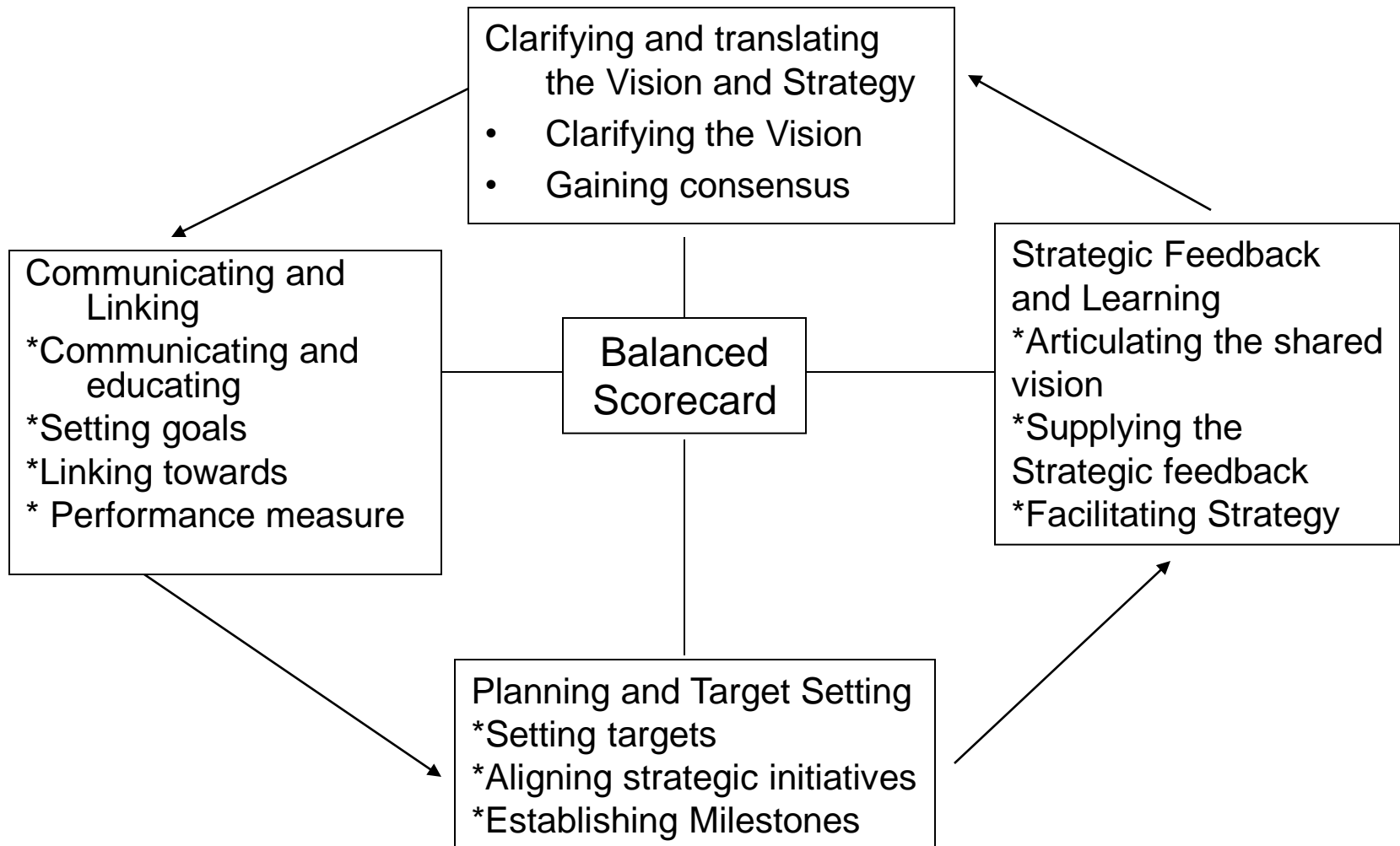
# Multiple Supply Chain Customer Perspective





**Balanced Scorecard Hierarchy**

# The Balance Score Card as a Strategic Framework for Action



# Pandemic Disruptions

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1. Migrant Workers

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2. Credit supply either choked or moves in miscalculated direction

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3. Announced Self Reliance (Atma Nirbhar Bharat) packages slipped the target

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4. Products lose their relevance

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5. Processes needed change

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6. Investments eluding

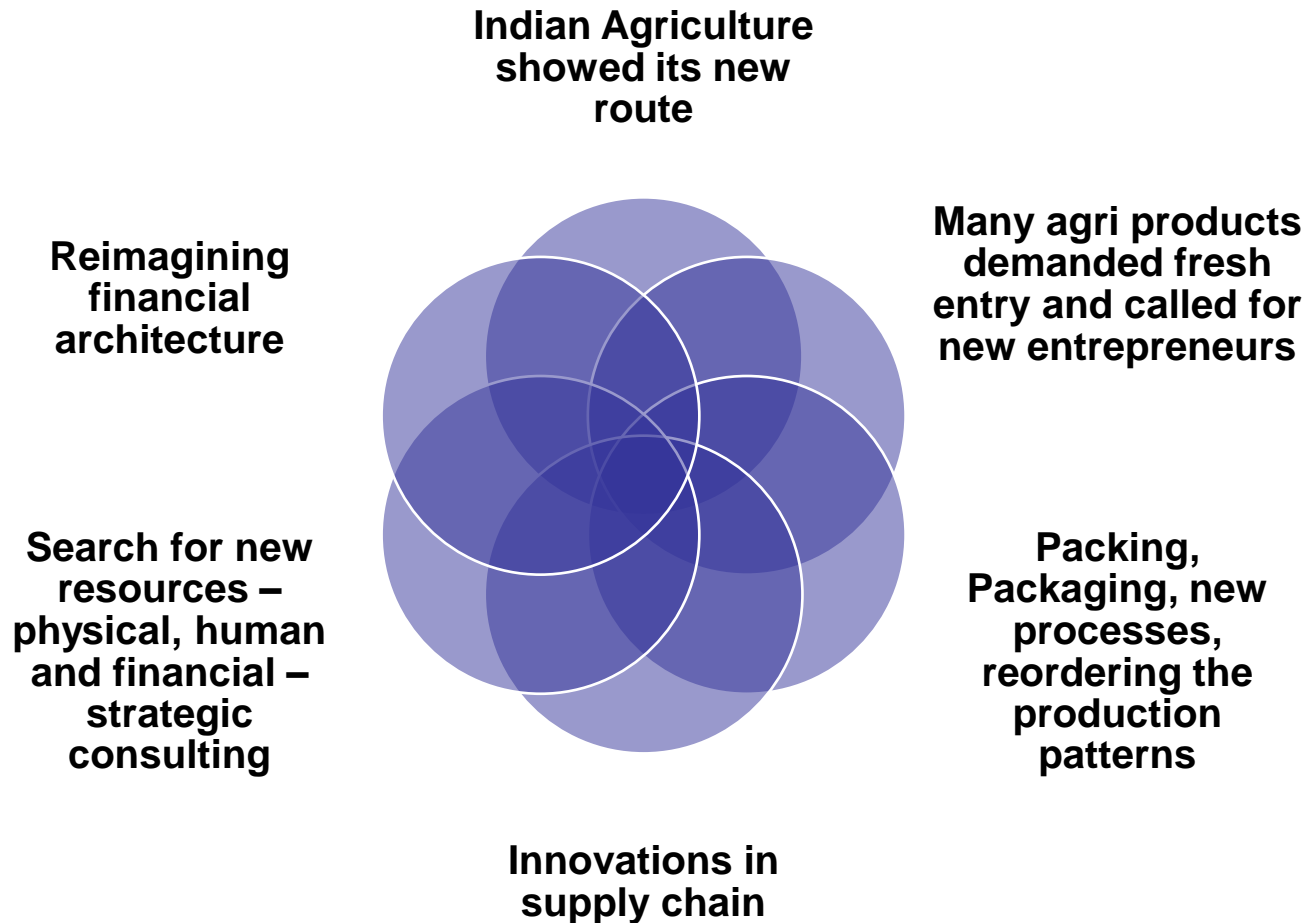
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7. Markets moved to unseen spaces

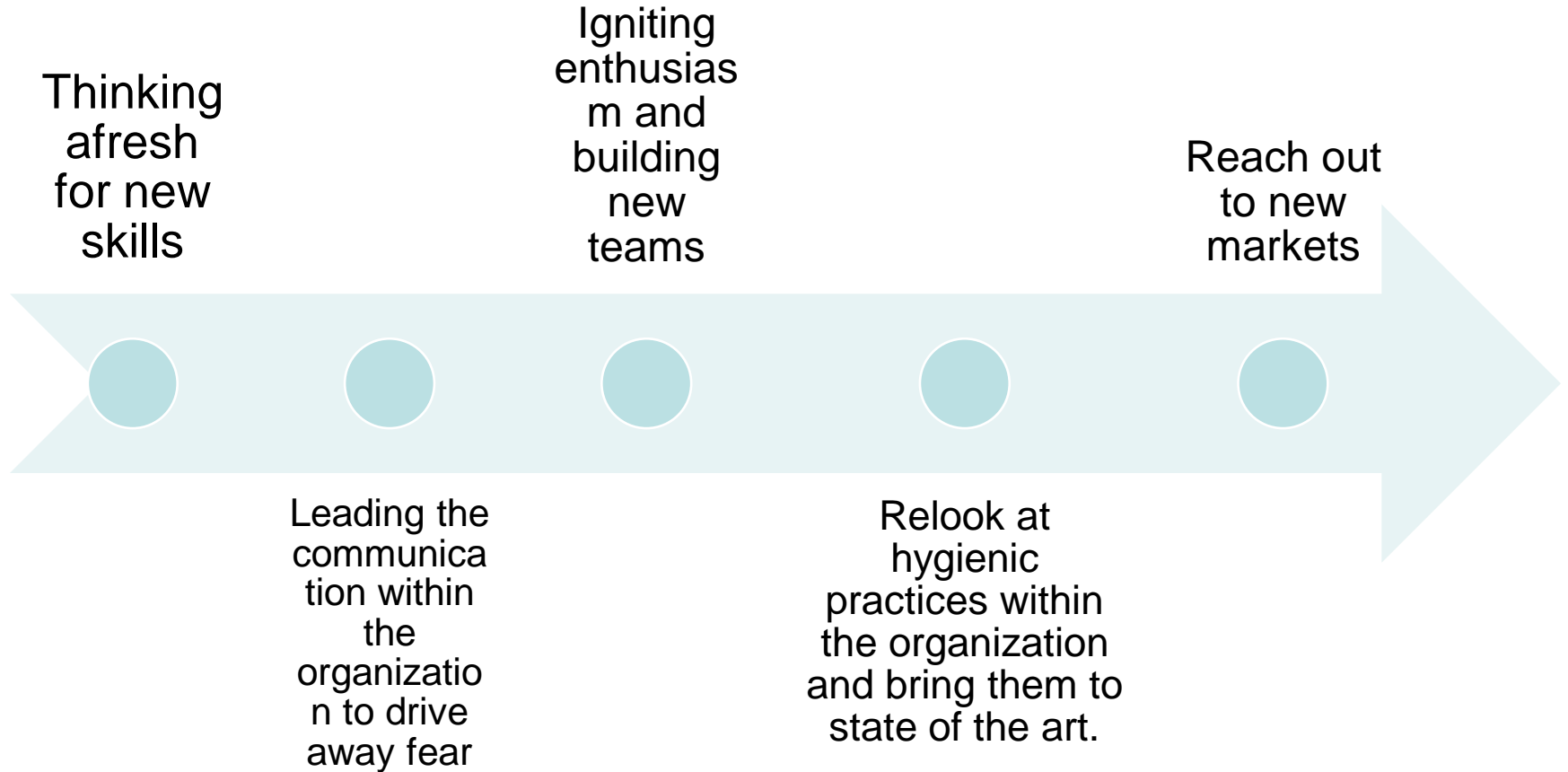
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# New Opportunities

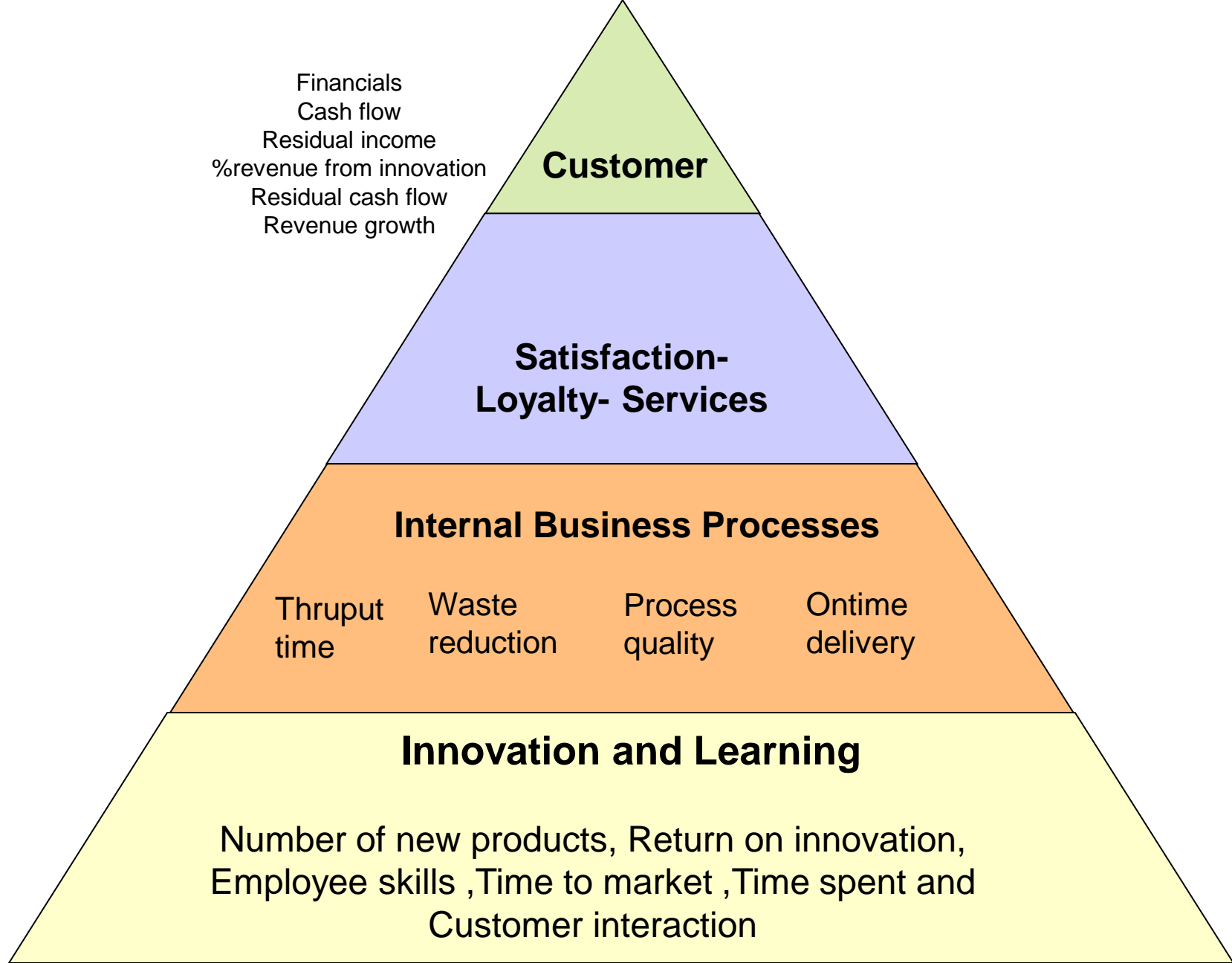


# Seizing New Opportunities



**THANK  
YOU**





Balanced Scorecard Hierarchy