

ALL ABOUT SUPPLY CHAIN AND OPERATIONS IN E-COMMERCE



DEAR READERS,

The Indian E-commerce market is poised to grow to US\$ 188 billion by 2025 from US\$ 46.2 billion as of 2020. In 2022, the Indian e-commerce market is expected to increase by 21.5%, reaching US\$ 74.8 billion. (Source: IBEF) The exponential growth in this sector has provided the necessary impetus to the economy and created many employment opportunities. Therefore, we at **Advanc'edge** decided to deal with Careers in Supply Chain Management and Operations in the E-Commerce industry as a standalone topic in this issue.

So, when hiring for Supply Chain Management roles, why are these E-commerce companies lining up every year to hire from top B-Schools? The supply chain management roles demand highly analytical and commercially savvy people who can communicate effectively and make strategic decisions. These attributes are common to MBAs from top B-Schools. For more information on the requisite skills to excel in supply chain management, we have a Skills section in this e-paper. In this issue of the **Advanc'edge**, we will cover the various job roles available in the supply chain and operations in the E-Commerce industry in our section Top Jobs.

E-commerce has redefined the functional areas of Supply Chain Management as the most critical aspects of e-commerce businesses are: a quick, efficient, uninterrupted, and secure supply chain. The efficiency of the supply chain process is directly proportional to the reduction in cost. Nowadays, customers **expect to receive their orders immediately**, especially with many E-commerce firms promising a one-day delivery. As a result, companies have had to upgrade their supply chain management to meet the demands. To know more about the product cycle in supply chain terms, read the interview from the 'Future You' series in our Industry Expert section with Vaibhav Gupta. Vaibhav is a NITIE alumnus with a Supply Chain Analytics experience at Flipkart who talks about the challenges in the supply chain, how to solve them, and how an MBA helped him in his career.

Happy reading!



Editor,
Kalyani Majumdar

HERE ARE SOME JOB ROLES AND RESPONSIBILITIES OFFERED AFTER AN MBA IN SUPPLY CHAIN AND OPERATIONS MANAGEMENT.

TOP JOBS



SUPPLY CHAIN & OPERATIONS MANAGER:

The job of a Supply Chain & Operations Manager demands experience in the field and extreme responsibility. The managers oversee the supply chain, logistics strategy, and operations to maximize the organizational productivity. They play a role in developing and maintaining good relationships with vendors and distributors. They also ensure effective and successful management of labor and productivity. They need to excel in the field of managing people and resources.

PROCESS MANAGERS:

The job of a process manager includes coordinating the day-to-day execution of the process and identifying and implementing changes to the process. They must possess an eye for detail, calculate deviations and analyze the distribution process. They also should judge and evaluate the performance of the process within the company.

SUPPLY CHAIN PROGRAMME MANAGER:

A supply chain program manager handles the task of communication, transportation, planning, and analysis primarily. They analyze operational performance and resolve issues. They also collaborate with vendors and suppliers to ensure all operations (shipping, delivery, etc.) meet quality and safety standards.

INVENTORY CONTROL MANAGER:

An inventory control manager conducts daily inventory analysis to solve inventory problems. They are responsible for developing and implementing inventory control procedures. Their job demands them to ensure the supply of enough inventories of materials and products according to the industrial inventory cycles.

TOP SKILLS TO HAVE TO EXCEL IN SUPPLY CHAIN MANAGEMENT IN THE E-COMMERCE INDUSTRY



JOB SKILLS



DATA DRIVEN:

One must remember that Supply chain management careers demand a focus on quantifiable figures. So, it helps if you are data-driven and can use the available tools to interpret the data and analyze the results.



WORKING IN A FAST-PACED ENVIRONMENT:

An operations and supply chain manager should be comfortable performing under pressure and adapting to abrupt technological changes.



EFFECTIVE COMMUNICATION:

In SCM and Operations in the E-commerce industry, one needs to communicate with and manage different employees. Building a rapport with the upper management, the marketing department, and the workers on the floor should come naturally.



TOP INSTITUTES

| Top Indian Institutes | Top Abroad Institutes | Top Firms |
|-----------------------|-----------------------------------------------|-----------|
| NITIE | Michigan State University | Amazon |
| IIT Bombay | Massachusetts Institute of Technology | Alibaba |
| IIM Kozikode | Arizona State University | Meesho |
| IIM Indore | Pennsylvania State University University Park | Flipkart |
| IIM Shillong | IESE Spain | Reliance |
| ISB | Purdue University—West Lafayette | Walmart |
| IIFT | Kellogg School of Management | Zomato |

INDUSTRY EXPERT SPEAK

Vaibhav Gupta worked with Flipkart in Supply Chain Analytics before moving to Ola. He is an alumnus of NITIE and worked at Mu Sigma prior to his MBA. In this interview, Vaibhav explains how an MBA from NITIE helped him to chart a career path in Supply Chain Management in the E-commerce industry in this interview on *Future You*.

**How was your experience working with Flipkart? What was your role there?**

From the beginning, I wanted to work with Flipkart because I was fascinated by their big scale and fast delivery processes for products. Due to my background in analytics and an MBA from NITIE, I developed an understanding of the supply chain domain. I moved to the supply chain analytics domain in Flipkart. At that time, they were starting with the grocery business. So, this was a challenge as grocery is a tough product line to track in terms of the supply chain. So, I had the opportunity to handle the Supply Chain for the overall grocery business. I led the team and overcame problems such as first-mile and last-mile fulfillment. Designing the supply chain of Flipkart's grocery business was a great experience.

One places an order and expects the item the same day or the next day! The supply chain is the strongest pillar of the E-commerce industry. So how do we build this kind of system with high reliability? Firstly, we should be able to fulfill the promise of a one or two-day delivery or same-day delivery. At Flipkart, initially, I was working on the fulfillment side. One of the metrics of how grocery is different from other e-commerce items is that in the grocery business, the average number of items per order is 15-30 while in regular e-commerce, the average number of items is 1-2. Managing those items with a high-level field rate is critical. For example, how many items are you delivering to the customer out of those 15 orders? The field rate should be above 99.5 percent, so how to maintain it? What can be improved in the FC design to elevate the field rate? Apart from this, I looked after the slot optimization. In the grocery business, it is not like you can give two or three-day slots. You need to provide next-day or same-day delivery. So, how do we optimize the slot fulfillment? So my primary role here was to reduce cost and improve efficiency and bring a better customer experience

How has E-commerce changed the balance between business giants and consumers? Can you explain this from the Supply Chain aspect?

Earlier, there was no system to predict supply chains. Demand planning and prediction were a very low priority for big business giants. The supply chain systems such as prediction algorithms and demand-supply planning have led to efficient supply chain management. Big businesses now can build and produce items with a full view of consumer necessities across the year and geographical regions. This is a major change! If we talk about it from a prediction point of view, they have to keep less inventory for the different stocks for the overall supply chain. Since there is a demand planning algorithm in place, the working capital requirements reduce as maintaining a large inventory is not required. As a result, the consumers get catered to more efficiently.

To watch the entire interview please click the link below:

FUTURE YOU

ANNOUNCEMENT

IIM Trichy allows 40 MBA aspirants to defer admissions by one year

After witnessing more acceptances than its intake, Indian Institute of Management (IIM) Trichy came up with a unique solution. IIM Trichy deferred admissions to its flagship two-year post-graduate program. The institute offered an option to join immediately or in the next academic year; 40 candidates have decided to accept the deferment option. Meanwhile, some students will continue to work; some will try their luck at CAT 2022, while their seats remain reserved at IIM Trichy for the 2023 intake.

Upcoming sessions for Elite colleges

MASTERCLASS

READING TO COMPREHEND LIKE A 100%ILER

SATURDAY 30TH JULY
 12:00 NOON

Speaker
KUMUD CHOUDHARY
Chief Mentor, Verbal

Trusted for Success

THE COMPLETE GUIDE TO IIMs

AGENDA

- Why MBA?
- Top 7 Career Paths
- Target 99 percentile
- How to build your profile

Speaker
PRASAD SAWANT
National Chief Mentor - IMS

Trusted for Success

Sunday, 31st July 12.00 Noon

Register Here

THE LAST DATE TO REGISTER IS: 28th July



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www.imsindia.com

COLLABORATE WITH IMS

We would be happy to collaborate with your esteemed institute and organize career awareness sessions for your students. We will be happy to organize sessions on MBA in India & Abroad, for your students. With the help of our sister organization, we can also provide a 2-day workshop on Business Analytics for your students and staff members. Do reach out to us to build a competitive and collaborative approach towards a more effective education.

Please get in touch with **Ms. Prachi Bidaye** on prachi.bidaye@imsindia.com