iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 14 **Issue:** II **Month of publication:** February 2026

DOI: https://doi.org/10.22214/ijraset.2026.77638

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue II Feb 2026- Available at www.ijraset.com

A Study on Supply Chain Management among Medium and Large Scale Retailers in Coimbatore City

Ms. Caroline Lakshaya R[1], Dr. B. Devipriya[2]
[1]*II. M.Com IB, PG & Research Department of International Business, Sri Ramakrishna College of Arts & Science*
[2]*Associate Professor, PG & Research Department of International Business, Sri Ramakrishna College of Arts & Science*

Abstract: ***Supply Chain Management (SCM) plays a crucial role in improving operational efficiency and competitiveness in the retail sector. With increasing market competition and evolving consumer expectations, both medium and large-scale retailers must adopt effective supply chain strategies to ensure product availability, cost efficiency, and customer satisfaction. This study aims to analyze and compare supply chain management practices among medium and large-scale retailers in Coimbatore city. The research highlights differences in procurement systems, inventory management, technology adoption, supplier relationship management, and risk mitigation practices.***
The findings reveal that large-scale retailers adopt centralized and technology-driven SCM systems, while medium-scale retailers rely more on semi-automated or traditional practices. The study provides practical insights for strengthening supply chain performance and improving retail competitiveness.
Keywords: Supply Chain Management, Retail Sector, Procurement, Inventory Management, Technology Adoption, Supplier Relationship Management.

I. INTRODUCTION

Retailing has undergone a significant transformation over the past few decades, both globally and within India. Since the late 20th century, global retail markets have shifted from traditional formats to highly organized, technology-driven systems. Growing customer expectations for convenience, variety, affordability, and seamless shopping experiences led to the emergence of modern supermarkets, hypermarkets, and large retail chains. Countries in Europe and North America played a key role in shaping these developments by introducing standardized retail layouts, sophisticated logistics systems, barcoding technology, computerized inventory management, and supply chain automation. These advancements not only improved operational efficiency but also set global benchmarks for retail performance and customer satisfaction.

II. OBJECTIVES

1) To study the supply chain management practices of medium and large-scale retailers.
2) To compare SCM practices between medium and large-scale retailers.
3) To analyze inventory and supplier management practices.
4) To identify challenges in supply chain management.
5) To offer suggestions for improving SCM efficiency.

III. REVIEW OF LITERATURE

1) Thakkar, Jitesh J (2008), “Study of supply chain management practices in small and medium scale enterprises SMEs a case of Indian manufacturing”. The research found that SMEs often face constraints related to technology usage, supplier integration, and process standardization. It emphasized that adoption of lean practices, improved procurement planning, and basic ICT tools can eZnhance performance significantly
2) Dayananda Swamy, M. S (2008), “E retailing through web centric supply chain management a conceptual architecture for small and medium retailers in Bangalore city”. The study highlighted that integrating online platforms with supply chain processes improves inventory management, order processing, and customer service.

©IJRASET: All Rights are Reserved

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue II Feb 2026- Available at www.ijraset.com

IV. RETAIL INDUSTRY PROFILE OF COIMBATORE CITY:

Coimbatore is one of the major commercial and industrial cities in Tamil Nadu and is often referred to as the "Manchester of South India." Along with its strong industrial base, the city has witnessed rapid growth in the retail sector due to urbanization, rising income levels, and changing consumer lifestyles. Retailing in Coimbatore plays an important role in meeting the daily needs of a large and diverse population. The retail market in Coimbatore consists of both organized and unorganized retail formats. Traditional retail stores such as small shops, street vendors, and local markets continue to exist alongside modern retail formats. However, in recent years, organized retailing has grown significantly with the establishment of supermarkets, department stores, shopping malls, and branded retail outlets.

V. SUPPLY CHAIN STRUCTURE OF RETAILERS

The supply chain structure of retailers involves multiple stages that ensure the smooth flow of goods from suppliers to final consumers. These stages include manufacturers, distributors, wholesalers, warehouses, retail stores, and customers. Retailers act as the final link in the supply chain and directly interact with consumers. Large scale retailers generally follow a centralized supply chain structure. Procurement is carried out at a central level, and goods are stored in centralized warehouses before being distributed to different retail outlets. This system helps reduce costs, improve coordination, and maintain uniformity across stores.

VI. RESEARCH METHODOLOGY

The study adopted a descriptive research design to examine supply chain management practices among medium and large-scale retailers in Coimbatore city. Primary data were collected through structured questionnaires Secondary data were gathered from journals, books, and industry reports to support the theoretical framework of the study. The collected data were analyzed using percentage analysis and comparative analysis to identify differences in supply chain practices between medium and large-scale retailers

VII. TABLE ANALYSIS

Table 1 SCM Adoption

S.NO	CLASSIFICATION	NO OF RESPONSES	PERCENTAGE
1	VERY HIGH	45	30
2	HIGH	53	35.3
3	MODERATE	43	28.7
4	LOW	9	6
	TOTAL	150	100.00

- Interpretation: The table indicates that most organizations have adopted Supply Chain Management practices at a high (35.3%) or very high (30%) level. Only a small percentage (6%) report low adoption, showing overall strong implementation of SCM practices.

Table4.2.1 SCM Practices

S.NO	CLASSISICATION	NO OF RESPONSES	PERCENTAGE
1	MUCH BETTER	44	29.3
2	BETTER	45	30
3	SIMILAR	45	30
4	LESS EFFECTIVE	16	10.7
	TOTAL	150	100.00

- Interpretation: The table reveals that most respondents perceive their Supply Chain Management practices as better (30%) or similar (30%) compared to other retailers. Only 10.7% feel their practices are less effective, indicating overall confidence in their SCM performance.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue II Feb 2026- Available at www.ijraset.com

VIII. FINDINGS

1) Supply Chain Management is considered highly effective or effective by **(69.7%)** of respondents.
2) A high or very high level of SCM adoption is reported by **(65.3%)** of retailers.
3) SCM practices are perceived as better or much better than competitors by **(59.3%)** of respondents.
4) Semi-automated inventory systems are used by **(40.7%)** of retailers, while only **(25.3%)** use fully automated systems.
5) SCM is considered very important or important in retailing by **(56.7%)** of respondents.

IX. SUGGESTIONS

Retailers should adopt fully automated inventory systems, use data-driven forecasting methods, and integrate procurement, inventory, logistics, and sales functions for better coordination. They should reduce dependency on manual systems, strengthen supplier relationships, optimize transportation, monitor performance through KPIs, and stay updated with emerging SCM technologies to improve overall efficiency and competitiveness.

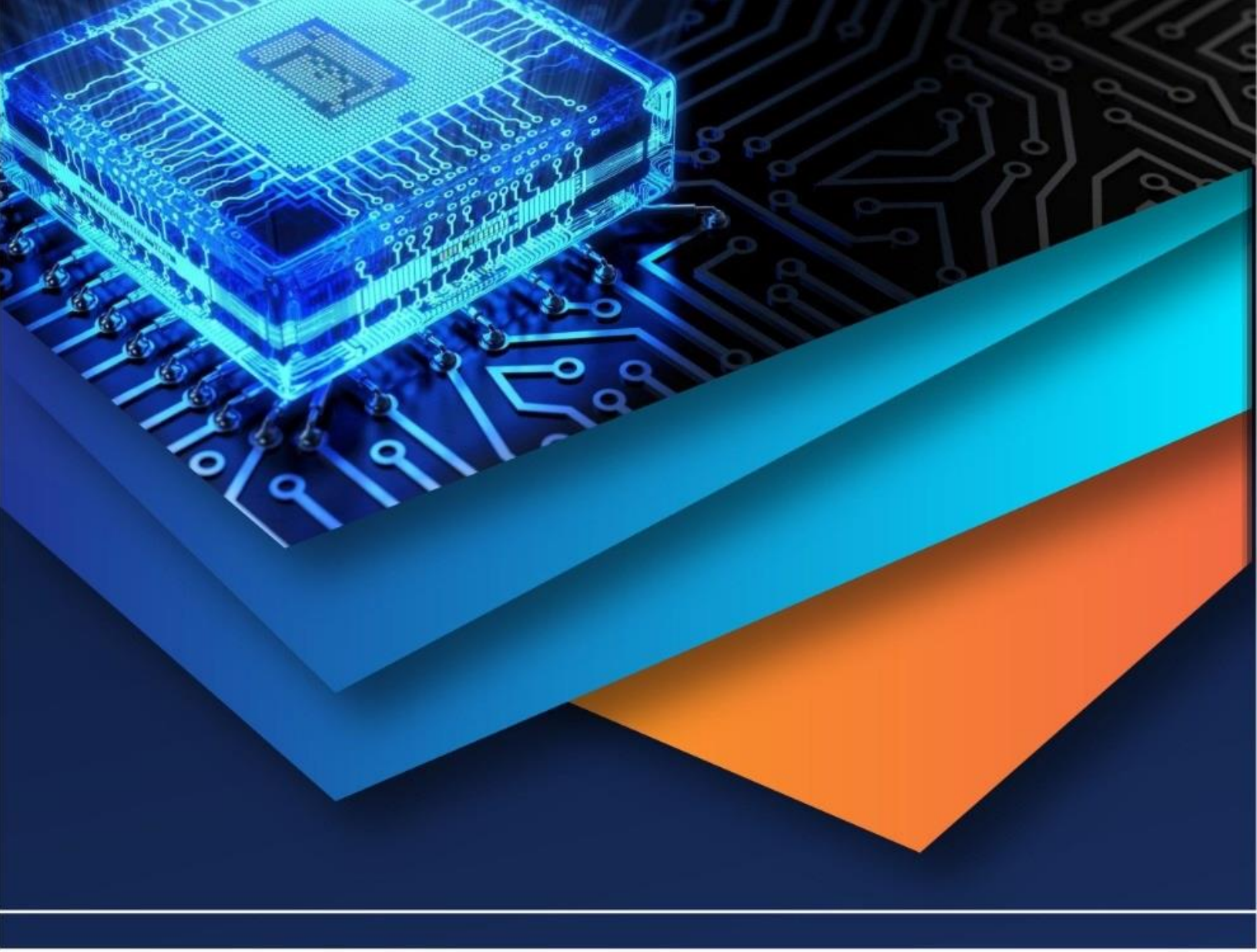
X. CONCLUSIONS

The study on Supply Chain Management among medium and large-scale retailers in Coimbatore shows that SCM significantly improves retail performance and operational efficiency. Most retailers have adopted SCM at moderate to high levels, with large-scale retailers demonstrating better integration, higher technology adoption, and more structured systems than medium-scale retailers. However, many retailers still rely on manual and semi-automated systems, indicating scope for further digital transformation.

REFERENCES

[1] Government of India. (2022). Retail sector and trade reports. Ministry of Commerce and Industry.
[2] Retailers Association of India (RAI). (2023). Indian retail industry reports.
[3] Mentzer, J. T., DeWitt, W., Keebler, J. S., et al. (2001). Defining supply chain management. *Journal of Business Logistics*, 22(2), 1–25.
[4] Gunasekaran, A., Patel, C., & Tirtiroglu, E. (2001). Performance measures and metrics in a supply chain environment. *International Journal of Operations & Production Management*, 21(1/2), 71–87.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)