

A Study on Opportunity and Challenges in Effective Utilization of Supply Chain Management in Sporting Industry of India

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Abstract

Supply chain management plays a crucial role in the sporting industry of India, which has been growing rapidly over the past few years. However, the effective utilization of supply chain management in this industry is still a major challenge. This essay intends to investigate the advantages and disadvantages of applying efficient supply chain management techniques in the Indian sporting sector. The paper begins by providing an overview of the sporting industry in India and highlighting the importance of supply chain management. It then discusses the various challenges faced by the industry in effectively utilizing supply chain management practices, such as the lack of infrastructure, inadequate technology, limited availability of skilled labor, and insufficient investment. Despite these obstacles, the Indian sporting sector has a lot of room to improve its use of supply chain management techniques. These opportunities include improving the distribution network, reducing lead times, enhancing product quality, and achieving cost efficiencies. To overcome the challenges and leverage the opportunities, the paper suggests several recommendations, such as investing in technology and infrastructure, creating a skilled workforce, and developing partnerships with suppliers and logistics providers. In conclusion, the effective utilization of supply chain management in the Indian sporting industry presents both opportunities and challenges. While there are several challenges that need to be addressed, there are also significant opportunities to enhance the industry's efficiency and competitiveness through effective supply chain management practices.

Keyword: Supply chain management, supply chain challenges, sporting industry, Indian market scenario

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INTRODUCTION

The sporting industry in India has been growing rapidly in recent years, with the emergence of several professional leagues and the increasing interest of Indian audiences in sports. However, the effective utilization of supply chain management practices in this industry remains a challenge. Supply chain management plays a big role in ensuring that customers can access the proper goods and services at the appropriate time and price. In the context of the sporting industry, this includes the efficient management of the supply of equipment, apparel, and other goods, as well as the effective distribution of these products to customers across

the country. The purpose of this paper is to explore the opportunities and challenges of implementing effective supply chain management practices in the Indian sporting industry. By doing so, the paper aims to provide insights into how the industry can leverage supply chain management practices to improve its efficiency and competitiveness in the global marketplace.

HOW SUPPLY CHAIN MANAGEMENT WORKS IN SPORT INDUSTRY?

Supply chain management in the sporting sector entails controlling the movement of products and services from suppliers to customers. This covers the acquisition of raw materials, the creation of products, and the delivery of final commodities to clients.

The supply chain management process begins with the identification of customer demand. This demand is then communicated to suppliers who provide the necessary raw materials or finished products. The suppliers may be local or international and can include manufacturers of sports equipment, apparel, and accessories.

Once the raw materials or finished products are received from suppliers, they are then transported to production facilities for processing. In the case of the sporting industry, this may include the production of customized sports equipment, such as cricket bats or tennis rackets, or the manufacturing of sports apparel.

After the production process is complete, the finished products are then transported to warehouses or distribution centers, from where they are delivered to retailers or directly to customers. Efficient distribution is essential in the sporting industry to ensure that products are available to customers when they need them.

Throughout the supply chain management process, various technologies such as RFID (radio frequency identification), GPS (geographical positioning system), and real-time inventory management systems are used to track the movement of goods and ensure timely delivery. This shortens lead times, increases accuracy, and boosts the supply chain's overall effectiveness.

In order to guarantee that clients in the athletic sector have access to the proper goods and services, supply chain management is essential. Effective supply chain management practices help to reduce costs, improve efficiency, and enhance customer satisfaction.

LITERATURE REVIEW

Bhattacharya et al [1] wrote on complexities, challenges, and the future of supply chain management in the Indian automotive industry. Since economic liberalisation in the early 1990s, the Indian automotive industry, which consists of producers of vehicles and parts, has expanded substantially. The influx of significant international auto manufacturers has inspired the domestic industry to adopt supply chain best practices. This has improved competitiveness, which has caused exports to increase significantly. The already challenging automotive supply chain is further complicated by the fact that the Indian automotive industry must function in a distinctive environment. Therefore, it is thought that there is a constant need to examine supply chain practices in this industry from a modern, practitioner's perspective in order to uncover significant differentiators that would ultimately give competitive advantage. This essay aims to comprehend the current situation, intricacies, and difficulties the Indian auto industry is facing. It looks at how supply chain effectiveness is impacted by themes, including visibility and innovation, teamwork and supplier networks, and changing leadership roles. The presentation of problem-solving techniques also serves as a framework for additional investigation and analysis.

Kumar et al. [2] noted that the Indian manufacturing sector is increasingly implementing the fourth industrial revolution's (4IR) sustainable productivity-oriented procedures, but the sports goods

manufacturing (SGM) industry has fallen far behind. One of the SGM centers in India is the city of Meerut, which exports items worth around 4.86 billion (US\$ 75 million) and creates over 25,000 direct jobs [3]. The tens of thousands of mini, micro, and tiny domestic manufacturing facilities that make up the Meerut Sports Goods Manufacturing (MSGM) cluster typically employ labor-intensive manufacturing techniques that date back hundreds of years [4]. The MSGM cluster offers enormous unrealized potential to improve processes' productivity, quality, and sustainability [5]. A change of the sports goods manufacturing industry (SGMI) is urgently required to stay relevant in this era of cut-throat competition [6]. Due to this, it is thought that an integrated transformational framework is necessary in order to transition the manufacturing cluster's operations from their current condition to intelligent manufacturing. It will support and improve the employability, income, and living conditions of the SGMI's staff [7]. The other related industries are also invited to operate in the cluster as a result of this transition, creating job possibilities. Eleven common transformational problems are examined using Decision-Making Trial and Evaluation Laboratory (DEMATEL)-based analysis of the MSGM cluster to determine the relationships between them [8]. The three most important obstacles to overcome are "management's willingness," "government support system," and "awareness and clear understanding of benefits (return on investment [ROI])," according to both prominence rankings and cause-effect relationships for the eleven most common transformational problems [9]. It is suggested that SGMI transition from its current state to the Industry 4.0 state using a transformational paradigm. The research and suggested scalable framework with causal links will act as a road map and tool for the SGMI cluster's efficient and smooth transformation.

RESEARCH METHODOLOGY

In this study, the researcher has analyzed the present scenario and utilization of supply chain management in sporting industry through descriptive research study method and secondary data is used for analyzing the situation. Hence, the researcher chose qualitative research as the methodology for this paper.

Issues and Challenges

The effective utilization of supply chain management practices in the Indian sporting industry faces several challenges, including:

- *Lack of infrastructure:* One of the significant challenges in the effective utilization of supply chain management practices in the Indian sporting industry is the lack of adequate infrastructure. This includes inadequate transportation facilities, poor road networks, and limited warehousing and distribution centers.
- *Inadequate technology:* The use of technology in supply chain management is critical in ensuring efficiency and accuracy. However, in India, the adoption of technology in supply chain management is still limited. This results in manual processes that are prone to errors and delays.
- *Limited availability of skilled labor:* Supply chain management requires a skilled workforce to manage the various processes involved. However, in India, there is a shortage of skilled labor, which poses a significant challenge in the effective utilization of supply chain management practices.
- *Insufficient investment:* The Indian sporting industry has seen significant growth in recent years. However, the lack of investment in infrastructure and technology hinders the industry's ability to leverage supply chain management practices effectively.
- *Seasonal demand:* The sporting industry in India experiences significant fluctuations in demand due to seasonal events such as the Indian Premier League (IPL) and major international tournaments. This makes it challenging to manage inventory levels and supply chain processes effectively.

Therefore, the effective utilization of supply chain management practices in the Indian sporting industry faces challenges such as inadequate infrastructure, limited technology adoption, shortage of skilled labor, insufficient investment, and seasonal demand fluctuations. Addressing these challenges is critical in improving the efficiency and competitiveness of the industry (Figure 1).

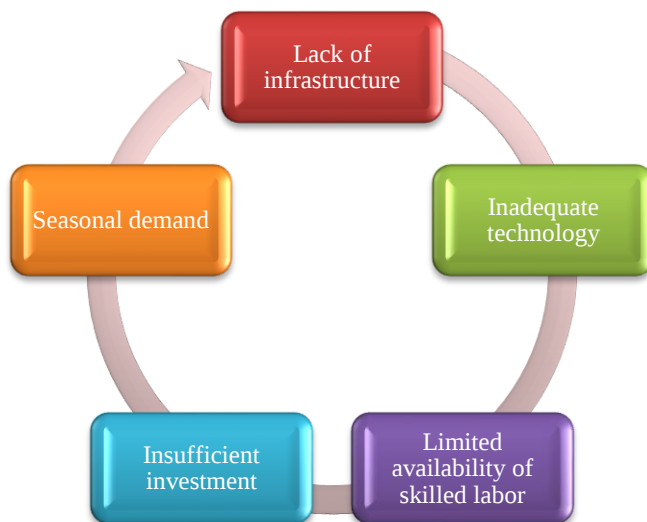


Figure 1. Several challenges faced by Indian sporting industry.

Growth Opportunities in Indian Market

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- *Seasonal demand:* The sporting industry in India experiences significant fluctuations in demand due to seasonal events such as the Indian Premier League (IPL) and major international tournaments. This makes it challenging to manage inventory levels and supply chain processes effectively.

Overall, the effective utilization of supply chain management practices in the Indian sporting industry faces challenges such as inadequate infrastructure, limited technology adoption, shortage of skilled labor, insufficient investment, and seasonal demand fluctuations. Addressing these challenges is critical in improving the efficiency and competitiveness of the industry (Figure 2).

CONCLUSION

In conclusion, the development and success of India's sports business depend on excellent supply chain management. The industry faces several challenges in the effective utilization of supply chain management practices, such as the lack of infrastructure, inadequate technology, shortage of skilled labor, insufficient investment, and seasonal demand fluctuations. However, addressing these challenges and implementing efficient supply chain management practices can create significant growth opportunities.

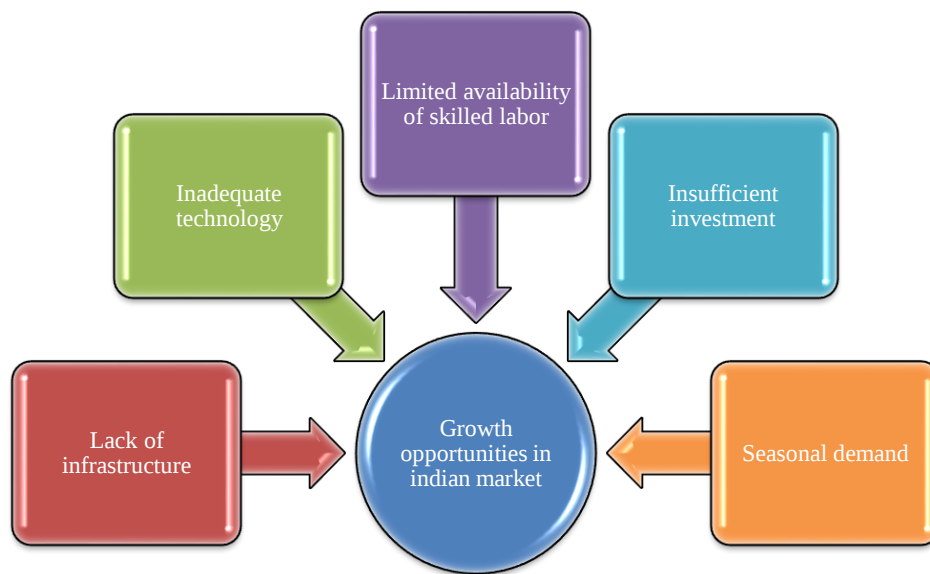


Figure 2. Limited growth opportunities in Indian market.

The sector should invest in suitable infrastructure and technology to enable effective distribution, warehousing, and transportation in order to achieve additional advancements in the supply chain management process. It should also focus on developing partnerships with suppliers and logistics providers to optimize inventory levels and reduce costs. Implementing real-time inventory management systems, GPS tracking, and automated warehouses can help in improving the efficiency of the supply chain.

Moreover, the industry should prioritize the development of a skilled workforce to manage the various processes involved in supply chain management. Training programmes and partnerships with educational institutions can be used to accomplish this.

In summary, the effective utilization of supply chain management practices is critical for the growth and competitiveness of the sporting industry in India. By addressing the challenges and leveraging the growth opportunities, the industry can achieve further improvements in the supply chain management process and enhance its efficiency, profitability, and competitiveness in the global market.

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