

# "E-Marketing -New opportunities for improving food supply chain management."

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## **Abstract**

E-marketing means to connect the people and processes through Internet and Web, which is cost effective strategy. E-marketing provides unique insight into Global village. Internet and Web help to streamline process and new types of Marketing opportunities. Internet offers sites that helps to keep up with new development in never ending race to find and retain customers. E-marketing is evolving rapidly every thing from advancing technology to heightened competition to growing power of the customer. Internet helps marketing professionals to keep up with new developments in never ending race to find and retain customers. Internet is rich resource for information on your markets, competitors and customers, feed back on your services. E-mail is the stealth vehicle of interactive marketing. TQM is an effort of continuous quality improvement of all process products and services through increasing customer satisfaction and improved marketing results. To face the competition to produce best product through constant innovation but total quality is an be achieved with improvement in purchasing, marketing after sales. Today quality means more than conformance of standards for purpose of reliability. E-marketing evaluates the level of quality which customer wants and pay for it. E-marketing is an integrated approach in delighting customer by meeting their expectations on continuous basis through everyone involved within the organization working on continuous basis towards improvement in quality of work understanding customer needs and satisfy their needs. E-marketing is the new way to do business. A well supply chain helps manufacturer to deliver the goods in time Relationship market is an new concept in marketing management. Building relationship programmes has expanded concept of lifetime customer. Computer systems have become a vital component of successful marketing. Internet has become necessity for all commercial and professional activities. An efficient supply chain management insure smooth and good from manufactures to customers.

## **A) Introduction**

Supply chain management is a business strategy that creates new opportunities and helps to diagnose company's supply chain problems and there are essential steps to setting up company's e-supply chain architecture to gain competitive advantage. To improve efficiency engineering of the business process is necessary. It includes spending time to market, reducing distribution cost, getting right product at right place.

The supply chain is the process under which products are created and delivered to customers from a structural point a supply chain refers to the network of relationship that organization maintain trading partner to manufacture and deliver products. In competitive field, manufacturer reduce costs, minimize order cycle

times and improve manufacture efficiency and logistics operations while responsive to market conditions bond customers demand.

## B) Objectives of the study

- 1) To study concept of Digital Marketing.
- 2) To study concept of E-supply chain management through E-marketing.
- 3) To study new opportunities in Supply chain management.

## C) Research Methodology

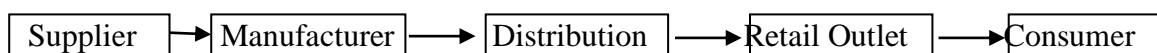
This research paper is based on secondary data. Which is collected from various reference books, related to E-marketing, Internet Marketing and also various research journals, and various websites.

What is E-marketing ? or Digital Marketing -

- 1) E-marketing means to connect the people through Internet and Web which is cost effective strategy.
- 2) Internet and Web helps to streamline process and new types of marketing opportunities.
- 3) E-marketing is web enabling existing business process to conduct the transactions over the Internet. E-marketing provides unique insight into global village.

The supply chain is a collection of physical entities linked together into process that supply goods or services from source through consumption. The physical entitled in supply chain consists supplier's, manufacturers, distributors, retail outlets and consumers.

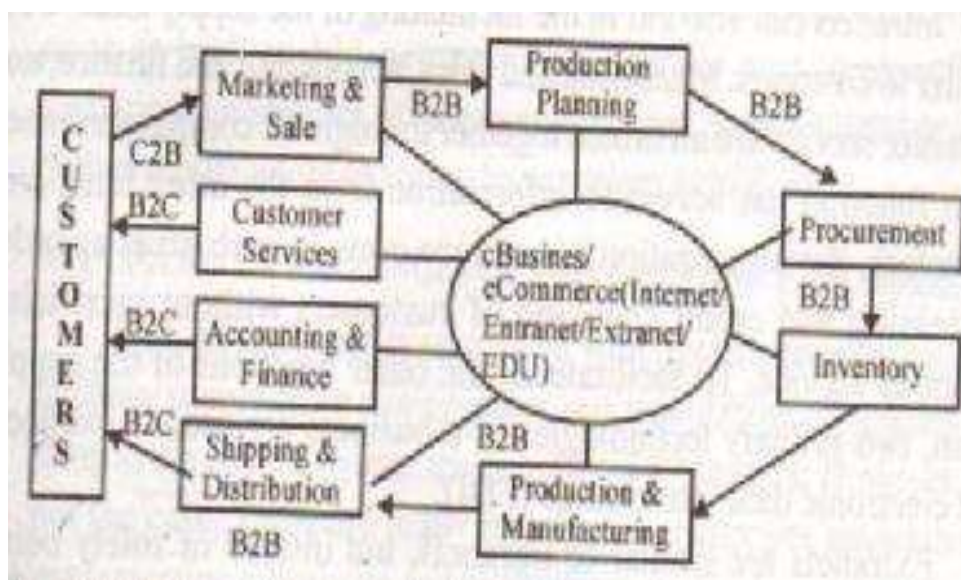
The following diagram shows that flow of goods through supply chain starting with supplier and ending with consumer.



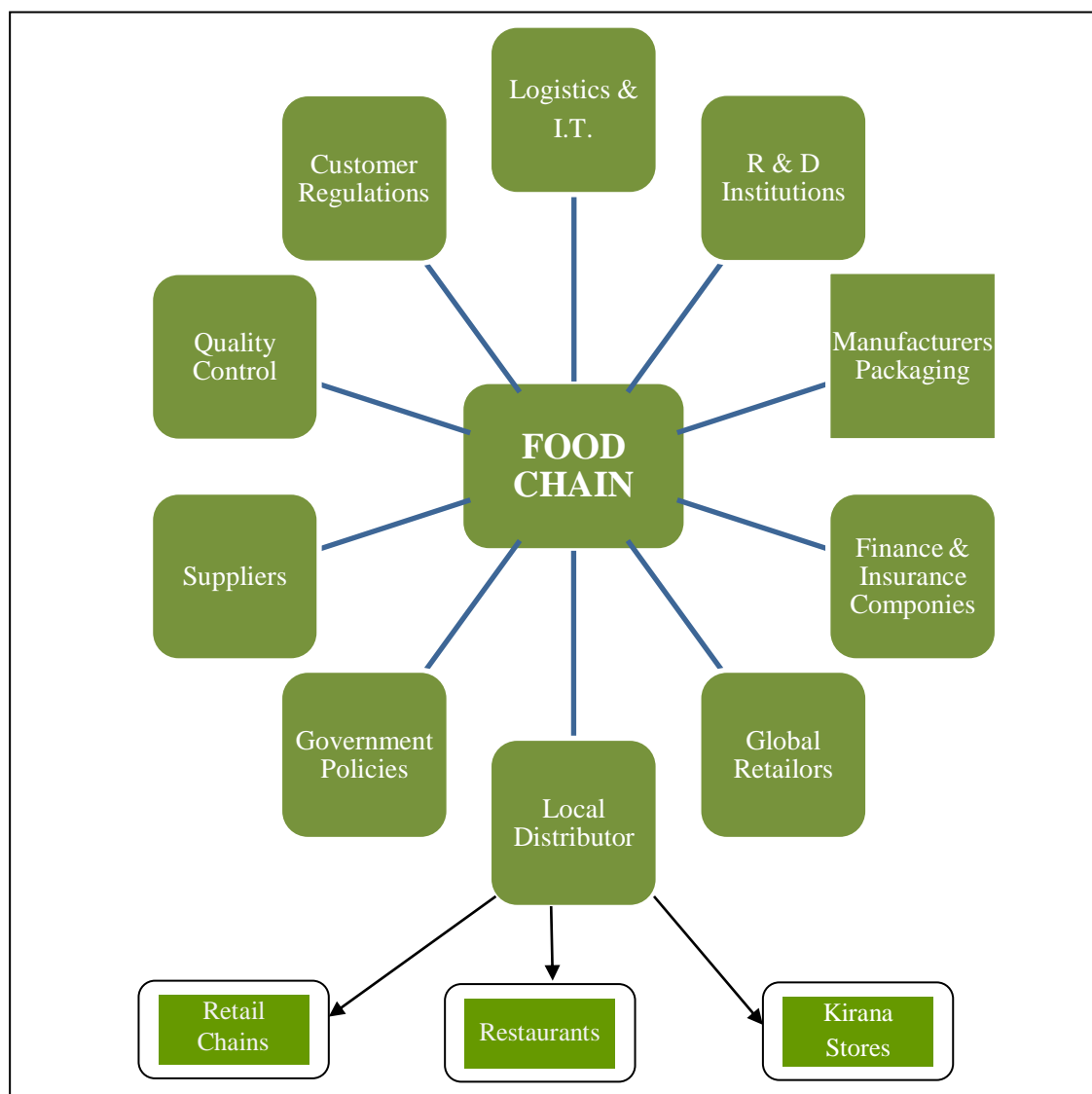
While using raw material, manufacturer convert it into finished products. These are transferred to distribution center. The distributor delivers them to retail outlets, such as grocery and departmental stores, then store the goods until, purchased by the consumer.

## Facilitating Supply Chain Management with E-Business

To efficiently manage the supply chain, all functions and entities of the supply chain must be fully integrated. This integration can be made possible through the use of communications networks, which allow collaboration among the various entities and functions of the supply chain. This communications network is the heart of ebusiness.



## D) Food Supply Chain Cluster



## **The Cold Chain**

It is a logistic system that provides a facilities for maintaining ideal storage conditions for perishable from point of origin to point of consumption in food supply chain. Chain starts from farm level to consumer level. A well organized cold chain reduces spoilage, retains quality of products. The main prefare of the chain is that if any of the link is missing or is weak, the whole system fails.

The cold chain infrastructure consists pre-cooling facilities, cold storage, packaging, Refrigerated camiers, warehouse, financial and Insurance institutions fast food, ready meals and broze products have increased market share in recent year. The range of temperature is dependent on product cold chain management involves maintaining appropriate temperature, when product travels.

## **Supply Chain Expert**

There is need to concept of self client / consumer response introduces in United status in 1990. ECR referes to set of strategies.

The food chain cluster are formed with all stakeholders, such as farmers, merchants, wholesaler, retailer, etc. recent advances in RFID technology will have tremendous impact in management of Food chain for source identification and also in providing supply chain visibility.

## **Supply Chain Expertise**

There is need to know the concept of Efficient Customer Response. ECR refers to set of strategies, that aims to supply better goods at lowest cost tom customers.

## **Food Packaging**

Package has become a competitive tool to reach the customer efforts should be made to reduce these costs through the use of manufacturation and economics of scale.

## **Standard**

Standardization is a powerful tool for improving supply chain efficiency.

## **Food Safety and Hygiene**

Need of food safety growing day by day Greater assurance about safety and quality of food to consumers is most important.

## **Training**

Training, Coaching, Counseling, mentoring extended to all the parties in supply chain. It is important to conduct training sessions on cold chain management.

## **E) Opportunities for Research in Food Supply Chain**

In India fresh food stuffs, wasted away and have a very large local market, Govt. can invite processed food manufactures to set up mass production shops in country which may be marketed through fair price shops.

Another important area of research is to develop predictive models, such as what happens if 100% FDI is allowed in "ROI models for establishing cold chain infrastructure.

## **F) Opportunities for improving food supply chain**

### **1) Cold Chain Infrastructure**

Investment in real estate and cold chain infrastructure are capital intensive and it will slow returns, however 100%, Foreign Direct Investment.

The infrastructure consists coolers, warehouses, Refrigerated trucks, shopping malls etc. are needed to study the potential risks.

### **2) Third Party Logistics**

The food supply chain is temperature sensitive and manual handling reduces produce quality and life. Logistics provides air conditioned trucks, automatic handling equipments and trained manpower will provide end to end support.

Cross docking reduces transit time and inventory.

### **3) Food Processing Inventory**

The Govt. of India allows 100% FDI in this sector. There are incentives for setting up processing plants in Agri zones.

## **G) Conclusion**

Supply chain management is a business strategy that creates new opportunities and helps to diagnose company's supply chain problems, and there are essential steps to setting up company's e-supply chain architecture to gain competitive advantage.

India is all set to become food supplier of world. In all seasons varieties of fruits and vegetables, well developed Agricultural business that works in its own way.

Rapid growth of economy, technological innovations in home appliances, like Refrigeration, Microwave - oven, increasing in care and changing food habits, all points increasing need for healthy food.

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