DEFINITION

In **retail**, **supply chain management** (**SCM**), is the management of the flow of goods and services. It involves the movement and storage of raw materials, of work-in-process inventory, and of finished goods from point of origin to point of consumption.

NEED OF SCM

Achieving this by itself would ensure the smooth functioning of any **retail** organization. From the planning of inventory, transition of products and the point of sales, **SCM** deals with the proper control of it all. ... “Availability of stock on shelves is the single largest success factor for a **retail** business.

IMPORTANCE OF SCM

Supply chain management is very important for the retail market as it provides its services directly to the clients. Retail business can enhance service and boost supply chain speed by improving upstream and downstream processes. Therefore an effective supply chain provides competitive advantage for all retailers.

