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## Influence Of Finance On Supply Chain A Study With Reference To Dunzo Pvt. Ltd.

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### INTRODUCTION

Logistics cost round about 13% to 14% which is big concern to companies with respect to logistics supply chain it is essential reduce it to single digit. In order to be a global competitive industry it is necessary to have master plan which enables and supports the nation supply chain policy implementation. Reliance retail is one of largest stake holder up to 26%. DUNZO raised more than \$450 million since from last nine years. The demand for present circumstances is to adopt technology enabled businesses in the present era. Corporate sector found better ways and means of trade it is nothing but technology enabled business changing from conventional tech oriented trade and industry to advanced systems subsequently leads to well-organized business succession. DUNZO Pvt. Operating profit estimated to be Rs.2260 million which is significantly high compared to the previous year, generally e-commerce covers information not only in terms economy but also including business of goods including fund transfer, digital promotion, e-bill and plenty through digitalization. It will no longer impact on trade, and also generate huge amount of revenue from transactions but it bring changes in mindset, how to move in generating profits through efficiency.

It drastically avoids extra time, expenditure also number of attempts to get things done. It has been estimated that an increase of 3.6% from June to December which is expected to achieve up to 5.7 million per month delivery order during year 2022-23. It is a process in which products and services are produced and delivered to customers most meticulously hence it is considered as value addition. It includes life cycle of readily available goods including packaging labelling till delivery to clients door step. Ultimately the topic of

discussion defines that movement of finished product from manufacturing centre to market place or customer door step.

## STATEMENT OF THE PROBLEM

The problem lies in getting movable property and cargos shipped from the place of its origin to the place of delivery. Logistic and supply chain cost round about 14% of entire gross domestic product which is far higher than the global average of 8% and it is causing big damage to Indian economy. The competitive gap, estimated at \$180 billion which is enhanced, further it is projected to \$500 billion by year 2030 if it is not efficiently addressed. DUNZO struggling to retain its market share and facing huge loss, in this regard the present topic has been taken in to consideration for study with reference DUNZO Pvt. for research purpose.

## OBJECTIVES

- To evaluate the significance of logistics and supply chain system in the present era.
- To analyze the efficiency, profitability, and competency on the topic of study.

## HYPOTHESIS

**H<sub>0</sub>:** It indicating there no relation between preferences which impacting on performance SCM.

**H<sub>1</sub>:** It indicating there is a relation between preferences which impacting on performance SCM.

## RESEARCH METHODOLOGY

The present study is descriptive and analytical in nature by considering both primary and secondary data. First hand information collected through the structured interview method from office bearers of DUNZO. The information collected so has been classified, analyzed, tabulated, summarized and interpreted by using appropriate statistical tools also through graphical representation, the study emphasizing on the need and requirement of supply chain management. In this regard a sample of 118 responses has been collected out total number of population.

## ANALYSIS AND INTERPRETATION

**TABLE 1: EASE OF E-SUPPLY CHAIN MANAGEMENT 24/7**

Particulars	No. of Respondents	Cumulative	Percentage
Strongly agree	47	47	39.83
Agree	54	101	45.76
Neutral	16	117	13.55
Strongly disagree	01	118	0.86
<b>Total</b>	<b>118</b>	<b>118</b>	<b>100</b>

**Sources:** Primary data.

From the above total number of respondents, 54 of them agreed that the, e-supply chain management is helpful to the buyers by providing 24/7 accessibility to place the order, and 1 of them strongly disagree. From the above table we can interpret that 39.83% of the respondents strongly agreed that e-supply chain management is helpful to buyers by providing 24/7 accessibility to place order, 45.76% of the respondents agreed, 13.55% are neutral, and 0.86% of them strongly disagreed.

**TABLE 2: PREFERENCE AND PERFORMANCE OF L&SCM**

Particulars	Preference	Percentage	Performance	Percentage
DTDC	14	11.86	14	11.86
DUNZO	56	47.45	58	49.15
DHL	20	16.94	12	10.16
FedEx	10	8.47	8	6.77
Blue Dart	18	15.28	26	22.03
<b>Total</b>	<b>118</b>	<b>100</b>	<b>118</b>	<b>100</b>

**Sources:** Primary data.

From above table according to preference 56 of them prefer DUNZO to transport small logistics, 20 of them prefers DHL, followed by Blue Dart, DTDC and FedEx. With Graph it can interpret that every one of them are frequent visitors of E- commerce website. Majority of the respondents that is 47.45% of them prefer DUNZO. According to performance wise 14 of them rate DTC, 58 of them rate DUNZO, 12 of them rate DHL, 8 of them rate FedEx and remaining of them rate Blue Dart considering the pandemic situation going around the globe. It can interpret that 49.15% of the respondents have rated DUNZO for extending good performance even in pandemic situation around the globe and followed by 22.03% towards Blue dart, 11.86% towards DTDC, 10.16% towards DHL and reaming 6.77% towards FedEx.

## REGRESSIONON PREFERENCE AND PERFORMANCE SCM

### Summing up

#### Analysis Out put

1. Multiple R	0.984738379
2. R Square	0.969709675
3. Adjusted R Square	0.719709675
4. Standard Error	5.60995964
5. Observations	5

#### Test - ANOVA

	Df	S.S	M.S	F	Sig- F
Regression	1	4030.113	4030.113411	128.055	0.00148
Residual	4	125.8866	31.47164716		
<b>SUM</b>	<b>5</b>	<b>4156</b>			

**Sources:** Statistical output.

Test statistics of regression shows that there is a high degree of positive relation between preference and performance with since *Multiple R* value is 0.984 and *R Square* stands is 0.969. From table it is found that ANOVA, F vale is higher i.e.128.055 at 5% significance compared to the table value. Thus H0 rejected and alternative hypothesis H1 is accepted, hence it is proved there is a significant relation between preference and performance in context of SCM.

**TABLE 3: GROWTH OF LOGISTIC AND SUPPLY CHINE BUSINESS**

Particulars	No. of respondents	Cumulative	Percentage
Time saving	23	23	19.49
Cheap and efficient	21	44	17.79
Faster delivery	21	65	17.79
All of the above	53	118	44.93
<b>Total</b>	<b>118</b>	<b>118</b>	<b>100</b>

Sources: Primary data.

From above table it shows that out of 118 respondents, 53 up to 44.93% of respondents considered all of the above option might be reasons for the growth of logistic business, 23 i.e. 19.49 of them select time saving, 21 of them choose cheap and efficient and remaining 21 respondents opted faster delivery by considering both option it is up to 17.79% as the reason for the growth of logistic business.

**TABLE 5: EFFICINCYIN LOGISTICS SUPPLY CHAINS**

Particulars	No. of respondents	Percentage
Customer service	21	17.79
Improved quality and reliability	11	9.32
Reduced cost of operations	9	7.62
Higher speed of delivery	6	5.08
Quick response to market changes	7	5.93
All the above	64	54.56
<b>Total</b>	<b>118</b>	<b>100</b>

Sources: Primary data.

From above table it observed that out of 118 respondents, 21 of them believe that customer service can identify the value attributes of effective supply chain and 64 of the respondents believe that all the above can identify and the least that is 6 respondents for higher speed of delivery. It can interpret that 17.79% of the respondents believe customer service can be identified by the value attributes of effective supply chain, 9.325 towards improved quality and reliability of products, 7.62% towards reduced cost of operations,

5.93% towards quick response to market changes, 5.08% towards higher speed of delivery and 54.56% respondents believe that all the above.

## DESCRIPTIVE STATISTICS OF EFFICIENT L&SCM

<i>Particulars</i>	<i>Column</i>	<i>Analysis</i>
<i>Mean</i>	--	19.667
<i>Standard Error</i>	--	9.135
<i>Median</i>	--	10
<i>Standard Deviation</i>	--	22.377
<i>Sample Variance</i>	--	500.667
<i>Kurtosis</i>	--	<b>4.758</b>
<i>Skewness</i>	--	<b>2.161</b>
<i>Range</i>	58	--
<i>Minimum</i>	6	--
<i>Maximum</i>	64	--
<i>Sum</i>	<b>118</b>	--
<i>Count</i>	6	--
<i>Largest</i>	64	--
<i>Smallest</i>	6	--

**Sources:** Statistical output.

From the computation of descriptive statistics of efficient L&SCM, above table showing mean  $\chi$  value 19.667, S.E. is 9.135  $\mathcal{M}$  as 10  $\mathcal{O}$  is 22.377. Kurtosis and Skewness values are 4.758 is 2.161 the outcome of study found higher compared to standard normal distribution. Further range is falling in between value of 58 and sum of all these is 118 i.e. out of total number of respondents, in addition to highest is 64 and smallest value being 6, as result from computation of descriptive statistics of efficient supply chain management.

### FINDINGS:

- E-supply chain management is an essential for growth of online markets. While placing the order, customer's trusts both seller and the e-supply chain management.
- Among total number of respondents, 54 of them agreed that the e- supply chain management is helpful to the buyers by providing 24/7 accessibility to place the order.
- Further it is observed that 17.79% believe customer service can be identified effective supply chain, 9.325% improved reliability, 7.62% reduced cost of operations, 5.93% towards quick response to market, 5.08% speed of delivery and 54.56% majority believe all the above.
- Most of the respondents agree that e-supply chain management is providing lots of employment opportunities to youth.



- For the year 2022-23 e-commerce is one of the fastest growing industries captured up to market share which is up to \$ 2011 billion higher gross merchandise worth in India.
- The market size of logistics and supply chain management in India considered up to \$ 25.74 billion during the year 2022-23. Further it is projected to grow up to \$ 72.1 billion till 2032.
- Majority of respondents up to 53 i.e.44.93% agreed that DUNZO Pvt. is high in efficiency time saving, cheap and efficient, faster deliveries are the reasons for its growth.
- During COVID period entire market affected badly due to lock down in the delivery but according to our study 49.15% of the respondents have rated DUNZO for extending good performance even in pandemic situation.
- The operating profit of DUNZO accounted to Rs.2260 million Indian it was significant growth in comparison previous financial year.
- Since ANOVA table value is higher at 5% significance compared to the table value. Thus H0 rejected and alternative hypothesis H1 is accepted. Hence it is accepted as there is major relation with first choice and effectiveness with respect context of L&SCM.
- It is necessary to extend DUNZO's services in rural areas and majority of the respondents agreed upon it.
- In the upcoming time with help of technology like, Artificial Intelligence and automation most customers believe that Blue Dart might be the biggest competition for the DUNZO followed by DTDC, DHL and FedEx.

## SUGGESTIONS

- DUNZO Pvt. must inculcate digitally up dated technology to save time, high in efficiency and faster in delivery to attract new higher customer preference.
- DUNZO need put hard effort to capture untouched segment of client base which is up to 0.86% of the respondents supply chain management.
- Majority of the people want online services to be extended even in rural areas so that another step towards digitalization and also increase revenue.
- By providing 24/7 accessibility to place the order it shows hardly very few respondents are there, under age group of 40 and above who are lacking in technology and are not aware of using online shopping sites.
- Promotion and advertisements should be done in every corner of the country so that they can be aware of online delivery and attract the new clients and customers.
- By involving delivery of small business logistics timely they can increase the growth of retail businesses and simultaneously DUNZO can increase service efficiency.
- The e-supply chain management system also needs to focus on the rural areas.
- The psychology of Indian clients and customers is still the same i.e. conventional way transaction of checking the products physically.

- In order to bring awareness of modern blended method of trade and commerce with involvement technology, automation and artificial intelligence.

## CONCLUSION:

The survey conducted concludes that the e-supply chain management is very much helpful to the consumers by providing them 24/7 accessibility to deliver at anytime and anywhere available. The customers feel that transportation cost may be comparatively lower when it is transported through DUNZO. Also research highlights that the majority of e-supply chain management growing only because online market customers are addicted to online delivery, just to save time and they have also build trust among the seller and the e-supply chain management companies. Most of the customers prefer to deliver small business logistics is because it gets deliver at the right time from one to other end at very cheaper rate. The operating profit of DUNZO accounted to Rs.2260 million Indian it was significant growth in comparison previous financial year. But it is not enough since the company facing huge loss and having tough competition from its competitors.

The only worries of the customers regarding the trustworthiness for some websites, since they give irrelevant details of e-commerce sites, customers has also complained about the quality of products, transportation facility, storage facilities etc. were e-supply chain management should focus on it. The psychology of an India is still the same of checking the products physically before purchasing it, which creates mental hurdle for online shopping.

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