

PERCEPTION OF MANAGERS ABOUT SCM TECHNOLOGY IN REDUCING THE COST AT PEPSI

By

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ABSTRACT

Purpose: - This research is aimed at finding out whether the role and the usage of internet have any impact on the overall mechanism of Supply Chain Management. The study figures out the impact of the information technology in enhancing supply chain performance that would help the organizations to draw the road map for applying and practicing the best information technologies in order to get the best supply chain performance. Huge advances in information technology, has already taken place, the industry has developed both changes, including changes in the supply chain. A fast data transfer and information technology in supply chain resulting in increased cooperation between the supply chain and finally, increased efficiency throughout the supply chain.

Research Design/Methodology/Sample: - The research Design for this research is "Descriptive". In this research the integration of technology is explored at Pepsi Corporation. The data for the research study is gathered and compiled from primary as well as secondary sources. The sample size of this research is 47. Questionnaire is selected as an instrument for the research.

Findings: - The study recommends that the awareness of information technologies are very important for manufactories for the purpose of using it and to gain the advantage of information technologies, the manufactories are also using information technologies for saving cost by using labour time utilizing the working hours in a better way to support supply chain performance. An effective supply chain is considered as the key to creating network of sustainable competitive by improving relations inside and outside the organization. Effective information sharing as one of the most basic capabilities of the supply chain process is considered.

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