

# 5 Ways Global Supply Chain Management drives business growth





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**Let's explore the importance of Global Supply Chain Management for business success, and provide insights and strategies to help businesses overcome the challenges of managing a global supply chain.**

In recent years, the Logistics and Supply Chain industry has undergone a major transformation, driven by a multitude of factors such as technology, globalization, sustainability concerns, and intense competition.

With businesses expanding their reach and looking to tap into new markets, Global Supply Chain Management



has emerged as a critical element of success.

As economies like India work towards integrating with global supply chains, reducing logistics costs and building robust infrastructure, it's more important than ever to understand the nuances of Global Supply Chain Management.



# 5 Ways Effective Global Supply Chain Management can drive business success



## Here are five ways that effective Global Supply Chain Management can help drive business success:

- **Increased efficiency:** Businesses can improve efficiency and productivity by streamlining supply chain operations across multiple countries and regions.
- **Expanded market reach:** Businesses can increase their market reach by tapping into new markets, taking advantage of economies of scale, and gaining a competitive edge over regional rivals with the use of a strong global supply chain.
- **Cost savings:** Companies can significantly reduce costs throughout their global supply chains by enhancing transportation, reducing inventory expenses, and utilising bulk purchasing power.
- **Improved quality control:** By implementing rigorous quality control processes and working closely with suppliers to ensure compliance with ethical standards, businesses can improve the quality and safety of their products, leading to greater customer satisfaction and loyalty.
- **Enhanced agility:** A well-managed global supply chain can assist businesses in responding quickly to market changes, adapting to shifting demand patterns, and mitigating risks associated with political and economic instability.

# Global Supply Chain Management:

## Key challenges



**While Global Supply Chain Management has proven benefits for business growth, there are several challenges that businesses are likely to face while managing globalization.**

Tactfully handling the challenges of managing a global supply chain is essential for the ultimate business growth.

Let's understand some of the major challenges in Global Supply Chain Management and dive into the strategies to deal with them.

Managing a global supply chain can be a complex and challenging task as businesses must navigate various legal, cultural, and logistical barriers. Some of the most common challenges of managing a global supply chain include,

- Language and cultural barriers
- Transportation and logistics
- Political and economic instability
- Supply chain transparency
- Difficult demand forecasting
- Software systems that are not integrated and are in silos
- Effective data management



**Addressing the key challenges in Global Supply Chain Management while keeping in mind the recent trends and disruptions in the Supply Chain industry will provide businesses with an edge over their competitors and help them create a sustainable global footprint.**

According to a report by KPMG, in the upcoming days, nations will be skeptical about cross-border trade cooperation due to geopolitical tensions, there will be a rise in cybercrimes and will be limited access to critical inputs for manufacturing.

These trends will continue disrupting Global Supply Chain Management. If you wish to know more about digitization in Supply Chain Operations in India, then please read our article titled Digitization and Upskilling: Key Ingredients for Successful Supply Chain Operations in India

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[Digitization and Upskilling: Key Ingredients for Successful Supply Chain Operations in India](#)



# Benefits of Digitization in the Logistics and Supply Chain Management Industry



- **Increased Efficiency:** Digitization enables logistics and supply chain companies to automate manual processes, such as order tracking, inventory management, and invoicing. This reduces the amount of time and resources needed to complete these tasks, improving overall efficiency.
- **Enhanced Visibility:** Digitization allows for real-time tracking of shipments and inventory, providing complete visibility throughout the entire supply chain. This enables companies to identify and resolve issues quickly, preventing delays and improving customer satisfaction.
- **Improved Collaboration:** Digitization facilitates communication and collaboration between different departments and stakeholders in the supply chain, including suppliers, manufacturers, distributors, and customers. This leads to better coordination and planning, resulting in smoother operations and higher productivity.
- **Better Data Analysis:** Digitization generates vast amounts of data, which can be analyzed to identify patterns and trends that can help optimize the supply chain. By leveraging data analytics, logistics and supply chain companies can make more informed decisions and improve their overall performance.
- **Cost Savings:** Digitization can lead to significant cost savings by reducing manual labour, minimizing inventory holding costs, and improving overall efficiency. By streamlining processes and reducing waste, companies can achieve higher profitability and stay competitive in the market.



# Strategies for overcoming challenges in Global Supply Chain Management



- Diversifying suppliers across different regions and countries can help businesses mitigate risks associated with political and economic instability.
- Creating a culture of transparency and ethical sourcing can help businesses build trust with customers and suppliers, and reduce the risk of reputational damage.

By adopting these strategies and staying vigilant to the challenges of managing a global supply chain, businesses can effectively manage their supply chains and achieve long-term success in the global marketplace.

## To overcome these challenges, businesses can adopt various strategies, such as:

- Establishing strong relationships with suppliers and partners can help businesses overcome language and cultural barriers and create a sense of trust and cooperation.
- Leveraging technology such as digital platforms, analytics, and automation can help businesses improve their logistics and supply chain visibility.

To maximize the benefits and take their businesses to the next level, companies need to not only tackle challenges but also prioritize upskilling their employees. A skilled and future-ready workforce is crucial in meeting the current demand.



# Investing in training and upskilling

Implementing a digitized supply chain requires a workforce with adequate training. However, the current workforce mostly consists of unskilled and semi-skilled employees who need to adapt and learn to manage a digital supply chain.

To achieve this, they must develop skills such as interpreting digital reports, operating digital devices, and multitasking, which can improve efficiency and reduce costs. Therefore, it is essential to provide adequate training to the existing workforce to ensure they can successfully adapt to a digitized supply chain.

**AVAAN Intellect offers strategic partnerships to universities and colleges as knowledge partners. The program focuses on providing education and skill-based training in logistics, supply chain, and leadership management.**

**It allows access to AVAAN's industry experts' extensive experience. To learn more, please visit - Academic Outsourcing ([gatiintellect.com](http://gatiintellect.com))**

As businesses continue to expand globally, the importance of effective Global Supply Chain Management cannot be overstated. The challenges may seem daunting, but with the right strategies, businesses can overcome them and reap the rewards of a streamlined and efficient supply chain!



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