

A Study on Sustainable Supply Chain Management Practices in Restaurants with Special Reference to Kumbakonam

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Abstract: This paper presents a study on sustainable supply chain management practices in restaurants with special reference to Kumbakonam.

Keywords: sustainable supply chain management

1. Introduction

A. Supply chain management

Supply chain management (SCM) is the broad range of activities required to plan, control and execute a product's flow, from acquiring raw materials and production through distribution to the final customer, in the most streamlined and cost-effective way possible.

SCM encompasses the integrated planning and execution of processes required to optimize the flow of materials, information and financial capital in the areas that broadly include demand planning, sourcing, production, inventory management and storage, transportation -- or logistics -- and return for excess or defective products. Both business strategy and specialized software are used in these endeavors to create a competitive advantage.

Supply chain management is an expansive, complex undertaking that relies on each partner -- from suppliers to manufacturers and beyond -- to run well. Because of this, effective supply chain management also requires change management, collaboration and risk management to create alignment and communication between all the entities.

In addition, supply chain sustainability -- which covers environmental, social and legal issues, in addition to sustainable procurement -- and the closely related concept of corporate social responsibility -- which evaluates a company's effect on the environment and social well-being -- are areas of major concern for today's companies.

B. Role of supply chain management

Maintenance of a business is not the task of a single person whether it is a huge enterprise or a home-based small business. A well-managed team can make the business successful. The most important role is played by the manager who maintains the supply chain of the company. The major role of the supply chain

management is to assure that the demand of customers is met with the supply of the products. It has to be assured that the companies never produce extra or insufficient products. Here we have everything you should know about the supply chain roles and responsibilities.

2. Research methodology

It is a systematic & scientific process of conducting research. It gives the researcher a framework within which the research has to be carried out.

A. Research design

A Research design is purely and simply the framework or plan for a study that guides the collection and analysis of data. In fact, the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

1. Type of Research
2. Title of research
3. Area of research
4. Period of research
5. Sampling techniques
6. Data collection methods
7. Tools used for analysis
8. Problem Statement
9. Limitations on the study

1) Type of research

The research is descriptive in nature. It includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

2) Title of the research

A Study on Sustainable Supply Chain Management Practices in Restaurants with special reference to Kumbakonam.

3) Area of research

The study is conducted in Kumbakonam city.

4) Period of research

The study is conducted from Dec 2018 to Apr 2019. The total Duration of the study is 5 months.

5) Sampling techniques

Sample size for the study was selected on the basis of simple random sampling method, 102 restaurant employees are randomly selected as sample from different places of Kumbakonam City.

6) Data collection methods

Data are collected from both primary & secondary sources. Primary data are collected through structured questionnaire and secondary data are collected from official website of the company, journals, articles, textbooks, etc.

7) Questionnaire Design

Questionnaire contains Demographic and socio economic profile of the respondents, various attributes & factors related to product awareness is used in the Questionnaire, some open ended, close ended & rating questions were used to know awareness level of consumers`

B. Tools used for analysis

The following statistical tools are used for data analysis

1. Percentage
2. Average
3. Chi Square
4. ANOVA
5. Correlation

C. Chi Square

Hypothesis:

Null hypothesis: There is a relationship between techniques using to overcome the competition and SCM is the backbone of management.

Calculated value of $\chi^2 = 31.0163$

Degree of freedom = $(R - 1) \times (C - 1) = (5 - 1) \times (5 - 1) = 16$

The table value of χ^2 for 4 degree of freedom at 5 per cent level of significance is 26.30

Conclusion: calculated value of chi square is more than the table value, so the null hypothesis is rejected. Hence it is concluded that there is no significant relationship between techniques using to overcome the competition and SCM is the backbone of management.

D. ANOVA

Hypothesis

Null hypothesis: There is a relationship between backbone of the business and age of the respondents

Conclusion: calculated F value is 4.97 and F critical value 3.88 so calculated value is more than the table value so Null is rejected. Hence it is concluded that there is no relation between backbone of business and age.

E. Correlation

Conclusion:

The calculated value is 0.816 so I concluded that backbone of the business and age of the respondents are positively correlated.

3. Findings

- Based on the findings of the study, 69 percent respondents are male and 31 percent respondents are female. According to the analysis most of employees in the concern are male.
- Majority of says 53 percent are in between 20-30 years of age, 14 percent are in between 40-50 years of age, 25 percent are in between 3-40 years of age and 8 percent are above 50 age limit. Based on the survey most them are between 20-30 years of age.
- Majority of the respondents says 59 percent are married and 41 percent are single. Based on the survey most them are between married.
- Majority of the respondents says 41 percent are director or senior manager, 29 percent are operating staff, 20 percent are in middle manager, 6 percent are junior manager and 4 percent are entrepreneur or executive. Based on the survey most them are between director or senior manager.
- Majority of says, 45 percent are in between 2-5 years of working experience, 31 percent says up to 2 years of working experience, 16 percent says 5-10 years of working experience, 6 percent says less than 1 year of working experience, and 2 percent says more than 10 years of working experience. Based on the survey most them are between 2-5 years of working experience.
- Majority of says 25 percent are working in operations, 20 percent are from logistics, 14 percent are from supply chain, 14 percent are from marketing, 12 percent are from administrative department, again 12 percent are from finance department, then 4 percent working at purchasing. Based on the survey most them are between working in operations.
- Majority of says 39 percent are neutral satisfaction, 37 percent are satisfied, 12 percent are highly satisfied, 12 percent are dissatisfied. Based on the survey most them are between satisfaction levels neutral.
- Majority 59 percent says production issues, 24 percent says supplier's level issues, 8 percent says customer issues, 6 percent says operations then finally issues and 4 percent says dealer issues. Based on the survey most them are between production issues.
- Majority of says 45 percent excellent working strategies, 33 percent says good working strategies, 16 percent says average finally working strategies, 6 percent says Outstanding working strategies. Based on the survey most them are between excellent working strategies.
- Majority of says 51 percent satisfied growth level, 31 percent says neutral growth level, 15 percent says highly satisfied growth level, 2 percent are dissatisfied growth level. Based on the survey most them are between satisfied growth levels.
- Majority of says 61 percent quality improvements, 18 percent says customer satisfaction, 10 percent says technology updating, 7 percent says problem solving and 4

percent says friendly approach. Based on the survey most them are between competing strategies overcome quality improvements.

- Majority of says 90 percent changing capacity yes and 10 percent says changing capacity no. Based on the survey most them are between changing capacity of yes.
- Majority of says 53 percent availability of home delivery services no and 47 percent says availability of home delivery services yes. Based on the survey most them are between availability of home delivery services no.
- Majority of says 49 percent four wheeler mode of transportation, 33 percent says three wheeler mode of transportation, and 18 percent says two wheeler mode of transportation. Based on the survey most them are between four wheeler modes of transportation.
- Majority of says 70 percent medium sustainability, 20 percent says low sustainability, 10 percent says high sustainability. Based on the survey most them are between medium sustainability.
- Majority 74 percent says medium sustainable practices, 10 percent says high sustainable practices, 14 percent says low sustainable practices, 2 percent says none sustainable practices. Based on the survey most them are between medium sustainable practices.
- Majority 53 percent says 3-5 years of during business. 37 percent says 1-3 years of during business, 8 percent says 5-7 years of during business and then 2 percent says more than 7 years of during business. Based on the survey most them are between 3-5 years of during business.
- Majority 43 percent involved in joint venture, 41 percent involved in sole properties and 16 percent are partnership. Based on the survey most them are between joint venture businesses.
- Majority 78 percent using organic products in restaurants, then 22 percent not using organic products in restaurants. Based on the survey most them are between using organic products in restaurants.
- In that majority 67 percent using procurement of raw material process in rural areas, 31 percent using procurement of raw material process in urban areas, 2 percent using procurement of raw material process in semi-urban areas. Based on the survey most them are between using procurement of raw material process in rural areas.
- Majority 49 percent major concentration of business in standard, 22 percent major concentration for price, 13 percent major concentration for customer satisfaction, 12 percent major concentration for quality and 4 percent major concentration for profit. From that data they give importance to standard.
- Majority 45 percent maintenance of stocks is better, 35 percent maintenance of stocks best, 20 percent maintenance of stocks neutral. Based on the survey most them are between maintenance of stocks is better.
- Majority 37 percent duration of storage of goods 2 weeks –

1 month, 35 percent duration of storage of goods 1-2 days, 22 percent duration of storage of goods 2 weeks – 1 month and 5 percent duration of storage of goods 1-3 days. Based on the survey most them are between duration of storage of goods 2 weeks – 1 month.

- The 43 percent respondents using long run of business in neutral, 37 percent says agree, 18 percent says strongly agree, 2 percent says disagreed. Based on the survey most them are between using long run of business in neutral.
- Majority 53 percent says agree, 31 percent says neutral, and 16 percent says strongly agree. Based on the survey most them are between backbones of business agree.

A. Suggestions

- Try to improve customer satisfaction.
- providing welcome drink for customers.
- Based on maintaining a better quality.
- Based on taste and preferences for foods and beverages.
- Improving storage for perishable goods.
- Providing heater and air conditioner facilities based on seasons.
- Providing foods based on traditional.
- Avoiding plastic products.
- Providing organic foods.
- Make a calculated investment.
- Separate place for disposing the waste.
- Based on customer satisfaction.
- Providing welcome drink.
- Based on maintain better quality.
- Based on taste and preferences.
- Improving storage.
- Providing heater and air conditioner based on seasons.
- Providing foods based on traditional.
- Avoiding plastic products.
- Providing organic foods.
- Maintaining a good environment and ambience.

4. Conclusion

The integration of sustainability issues into restaurant mid-term and long-term goals demands that a careful balance be achieved between the needs of internal and external pressures. This is essential to maintain or improve corporate sustainability performance. Strategic perspectives of corporate sustainability management to develop a sustainable organization.

Both external pressure and internal strengths and weaknesses need to be considered when attempting to integrate sustainable development issues into strategic planning. How to become a sustainable restaurant.

A restaurant sustainability strategy integrates social and environmental dimensions into the strategic management process and highlights the strategic position of a company with regard to sustainable development. Strategic perspectives of

corporate sustainability management to develop a sustainable restaurant.

From a theoretical viewpoint, this study contributes to the literature on the relationship between sustainable supply chain by contrasting the effect of the external and internal pressure using quantitative data. In this study, the issue of strategic sustainability orientation was examined based on both external and internal drivers. External and internal drivers were compared regarding their effects on sustainability strategies. The study showed that internal drivers are more important than external drivers in moving towards the concepts of sustainability in the supply chain. There are laws, government pressure, social pressure, and external drivers in environment

but, the results of this study show that in Iran these drivers are not successfully implemented unless a change in the attitude of top managers is created. Furthermore, simultaneous approach to the issue of sustainability regarding internal and external drivers is another feature of this study because in most previous studies the issue of sustainability is studied from the perspective of environmental drivers. Strategic perspectives of corporate sustainability management to develop a sustainable restaurant.

References

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