

Managing Value Flow and Information Flow in Supply
Chain of Brassware Hard-goods with Special Reference to
Brassware Industry of Moradabad District

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ABSTRACT

Purpose/ Objectives - This study attempts to analyze the impact of information flow on value (goods and services) flow of the supply chain of brassware hard-goods manufactured and exported by export firms of Moradabad (U.P.).

Design/Methodology - The study is based on Descriptive Research Design. The universe of the study is finite with nearly 500 Owners / General Managers of Export Houses of Moradabad, Uttar Pradesh. A sample size of 100 respondents was adopted in this study and selection of respondents was based on stratified sampling.

Findings – Findings of the study reveal that usage of Information technology helps exporters in reducing barriers related to distance with the existing suppliers, vendors and buyers to large extent. Also Information Technology speeds up the value flow across the Supply Chain from suppliers to manufacturers to buyers.

Implication – Cost reduction and competitive advantage are the two foremost benefits that result from proper information flow in Supply Chain of brassware hard-goods. Managers can use supply chain tracking software for improving the visibility of supply chain, which helps to reduce or remove existing inventories. Export firms for suitable vendor selection and vendor development, which results in smooth value flow across Supply Chain, can also use Internet.

Originality/ Value – None of the research work is available which shows the empirical study on the relationship between information flow and value flow in supply chain of brassware hardgoods.

Paper Type – Research Paper

Key Words – Value Flow, Information Flow, Supply Chain, Hard goods, Internet, Brassware firms, Mass Customization, Vendor Managed Inventory.