

Report On
Cross Functional Alignment & Activities in Relation with SCM
Dept. (Foreign, Local- Purchase & procurement) at
Samuda Chemical Complex Limited.

By

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A report submitted to the department of BRAC Institute of Governance and Development
(BIGD) in partial fulfillment of the requirements for the degree of
Masters in Procurement and Supply Management (MPSM)

BRAC Institute of Governance and Development (BIGD)

BRAC University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Procurement & Contracting Manager
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Letter of Transmittal

Mr. Syed Abdulla Tanzim Al Bayezid
Procurement & Contracting Manager
Embassy of the United States of America

Subject: Submission of Report/Practicum.

Dear Sir,

I am grateful to submit herewith my report on "Cross Functional Alignment & Activities in relation with SCM Dept. (Foreign, Local- Purchase & procurement) at Samuda Chemical Complex Limited." as a partial requirement for achieving the degree of Masters in Procurement and Supply Management. It is a great opportunity for me to work under your active supervision, care and guidance.

I have actively worked with Supply Chain Management with some reputate local group of companies that helps me to work on this practicum smoothly & input data from my workplace and finish the report as per your guidance. I am thankful to you for providing me this opportunity to work on this topic and I will be trying to answer all the questions that you have about the paper. I have tried my label best to complete this research paper meaningfully and correctly, as much as possible. I am submitting the report with the hope that it lives up to your satisfaction. However, I would be glad to provide you with any clarification regarding this report.

Sincerely yours,



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Non-Disclosure Agreement

All relevant data and information, supporting records prepared by me for report shall be confidential and become and remain the absolute property of the Samuda Chemical Complex Limited. Brac University/I, myself, may retain a copy of such documents, data but shall not use the same for purposes unrelated to without prior written approval of the Client.

This agreement is made and entered into by and between Md. Manzur-E-Elahi Student ID: 22282007 and the undersigned student at BRAC University.

Acknowledgement

First and foremost, my heartfelt acknowledgement of gratitude to my respected academic supervisor **Mr. Syed Abdulla Tanzim Al Bayezid; Procurement & Contracting Manager-Embassy of the United States of America**, for his patient mentoring and spirited motivation during the course of this report work.

I am thankful to my workplace supervisor **Mr. S M Imran (HOD, SCM-L, Samuda Chemical Complex Limited)**, for his patient answering of all my queries and support to collect necessary data for the report.

I intend to convey my deepest appreciation to all the associates of BIGD for their continuous support and cooperation during the course of this study. I also thankful to **Ms. Tanzina M. Mizan, Training Officer, BRAC Institute of Governance and Development (BIGD), BRAC University** for her continuous assistance throughout and after the course of the study.

Finally, I would like to express my gratitude to the entire respected faculty of MPSM who teach me many practical examples of public procurement during the different courses of this Master's Program.

Executive Summary

The report investigates the implementations those are used in maintaining the SCM total works and alignment under the Samuda Chemical management and the benefits come out from the activities that makes Samuda Chemical one of the leading chemical industries in Bangladesh. The focus is on getting the overall idea collection from these activities throughout every sector of SCM dept. and make it count for smooth procurement process running throughout the whole operational activities and counting the improvements.

This report sums up the total aspects of how to maintain SCM all sectors in relation with procurement process and other facilities to facilitate the whole process effectively and efficiently. As SCCL in one of the renowned chemical companies in Bangladesh, anyone can take these activities as their benchmark to improve their internal overall activities and make improvements.

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ABBREVIATIONS

SCCL	Samuda Chemical Complex Limited.
S&OP	Sales & Operation Planning.
SCM	Supply Chain Management.
AGM	Assistant General Manager.
CBO	Chief Business Officer.
ERP	Enterprise Resource Planning.
PR	Purchase Requisition.
RFQ	Request for Quotation.
BATNA	Best Alternative to a Negotiated Agreement.
ISO	International Organization for Standardization.
KPI	Key Performance Indicator.
Q	Quarter.
PVC	Poly Vinyl Chloride.
HRM	Human Resource Management.
SRM	Supplier Relationship Management.

S&OP and Cross functional Alignment at a glance:

First of all, for cross functional alignment; Samuda needs to ensure that its S&OP (Sales & Operation Planning) functions works good. So for that, it maintains specific key components:

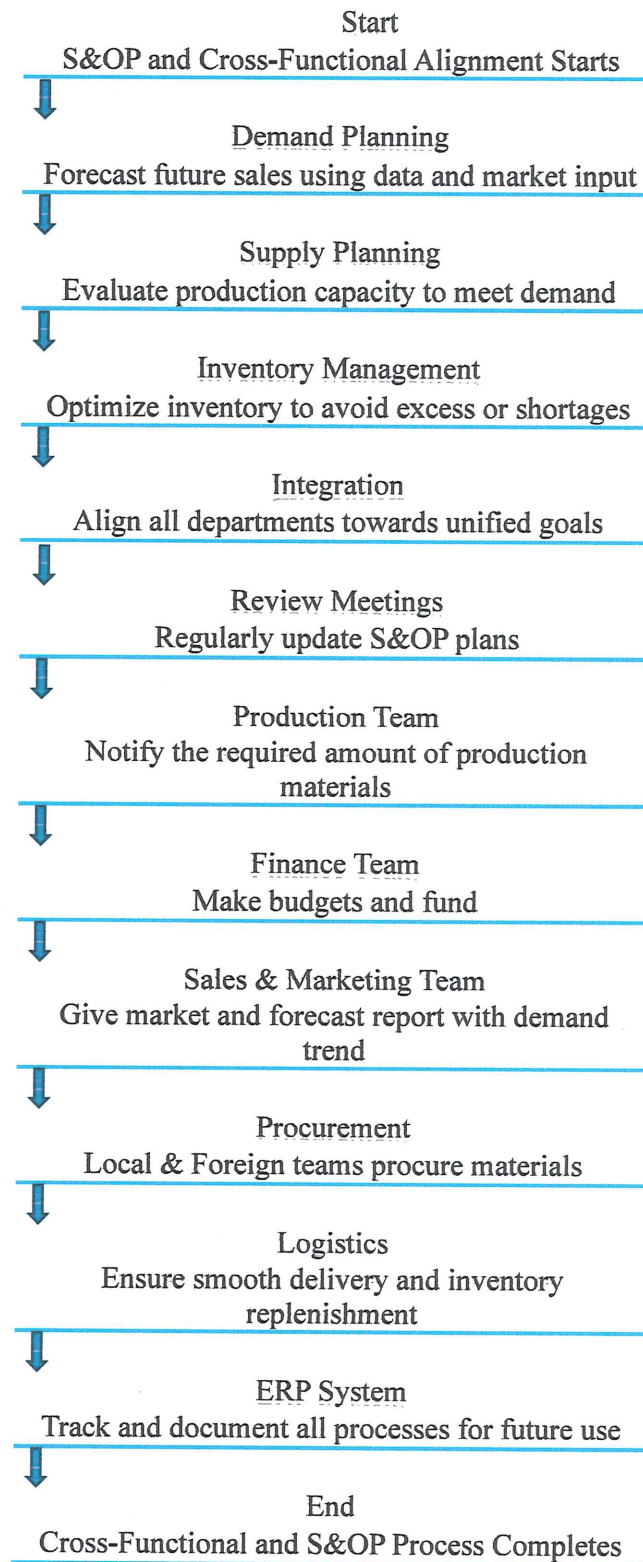
- **Demand Planning:** Estimating & evaluating future sales based on historical data, people engagement, market analysis, and input from entire sales teams.
- **Supply Planning:** Assessing the in plant capacity to produce or supply maximum amount of products to meet the forecasted demand.
- **Inventory Management:** Determining inventory levels (optimal) to avoid excess or over production or stockouts.
- **Integration:** Ensuring that other departments: finance, marketing, sales, operations are aligned with and working towards the same goals.
- **Review Meetings:** Based on changes in demand, supply, or other factors, regular meetings to review and update the plan.

The targets SCCL sets up aligning with above points needs to be done within the time frame. **Finance team** makes budget for the whole year bear in mind the economy rate fluctuations and fulfillment of maximum production capacity getting notified by the **Production team**. They allocate funds for separate categories as per departmental requisition with justification. **Sales & Marketing team** help them out by giving them the forecasting so that they have the basic idea of customer consumption ration throughout the year. Based on the fund availability and requirement from user dept. **SCM Local & Foreign Purchase/ Procurement team** purchased products from the suppliers maintaining the proper inventory levels, which is maintained by **Store/ Inventory team**. They keep updated SCM-L & SCM-F team about the optimum level of inventory. **Logistics team** keep align themselves with purchase team for maintaining regular product delivery to the inventory for keeping the production smooth.

For procuring any kind of materials, the purchase/procurement functions are designed with two portions. One is SCM-Local & another is SCM-Foreign. Both have separate team with top to bottom designated hierarchy. Where all are responsible to report to their AGM and AGM is designated to report directly to company's CBO.

In here, Local Purchase is in tremendous pressure where any materials can be required in short notice out of the forecasted materials but normally after getting the PR, local purchase team gets 15 days to deliver the product/materials to the factory store. And on other hand, Foreign team gets 2-4 months' time based on delivery lead time & the category of materials which are required. Both teams are using ERP system software where all the documents from requisition to delivery are kept inside for further future study and forecasting.

In a simple way, a flow chart can be created to show the process:



The initial procedures or steps followed by both teams are given below for better understanding:

1. Purchase requisition is created by user dept. and send it to store. Store then, make PR to the ERP System.
2. After the approval of Plant head & CBO sir, we will get the PR in our system PR listing.
3. Then Request for Quotation (RFQ) is made by Purchaser and float is to the supplier for quotation collection.
4. Atleast 2 to 3 nos of quotation of same specification should be collected as we followed ISO and then prepare is for comperative Study after the price negotiation with suppliers.
5. BATNA (Best Alternative to a Negotiated Agreement) is considered for safety purpose, if any supplier will fail to supply products as per agreement.
6. Then Issue purchase order and take delivery to our store.

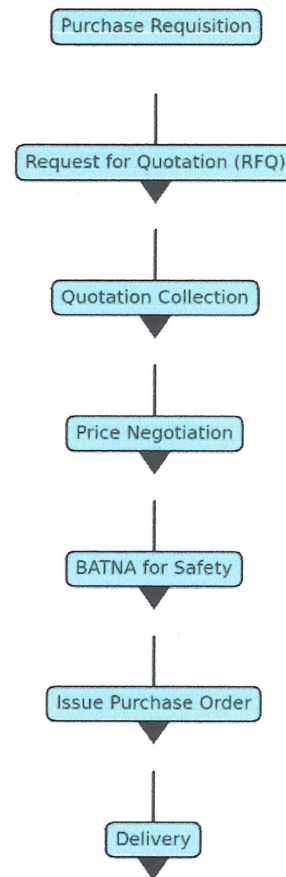


Figure 1- Steps of Purchasing / Procuring

Frequent Meetings:

Comprehensive frequent meeting strategies are met by both Managements and other employees who takes part in the meeting from both factory end and head office end. Can be described :

1. Setting up Clear Objectives

- **Monthly Goals:** First define the clear objectives month to month aligning with the compnay's monthly and annual target, broader targets & ongoing projects with proper clarification.
- **Distribution of Agenda:** Agenda must be shared at least one week before the meeting held for allowing participants to prepare themselves thoroughly.

2. Encourage Participation

- **Diverse Input:** Samuda ensures the Rotation of the leadership role for each monthly meeting to encourage diverse perspectives and shared ownership & make them consider themselves as a valuable asset of the company.
- **Departmental Documentation/ Reports:** Samuda encourages each of its departments to present updates and challenges, day to day problems, improvement areas, fostering a collaborative environment.

3. Efficient Time Management

- **Structured Time Slots:** Allocate specific time slots are fixed for recurring topics (not for all cases) such as project regular updates (merged in month), safety assessments & protocols, and performance reviews. Meeting host ensures timely start and end to maintain consistency.
- **Fixed Monthly Schedule:** Monthly schedule is fixed throughout the planning process and all the planning schedule will be delivered to the participants while month starts so that they can input their ideas for the better meeting outcome.

4. Action-Oriented Discussions

- **Quarterly Focus:** Samuda uses the monthly meetings to track progress on the quarterly goals, ensuring that the whole discussions are always aligned with actionable outcomes.
- **Assigning Action Items:** Tasks with deadlines are clearly defined at the end of each meeting, and review these in the following month's meeting, & this will be cyclical.

5. Use of Technology

- **Tracking of Monthly Progress:** Utilize project management tools like Microsoft Project align with our integrated ERP system to track progress on monthly goals and action items. Share these tools data, excel documents, word files/ documentation during the meeting for real-time updates.
- **Video Conferencing:** For larger teams collaboration or remote participants, Samuda incorporates video conferencing applications like Zoom or Microsoft Teams to ensure full participation.

6. Follow-Up

- **Monthly Recap:** Distribute meeting minutes and a summary of action items within 24-48 hours after each meeting. Include a recap and ongoing results of last month's outcomes and this month's targeted objectives.

- **Interim Check-Ins:** Implement brief weekly or bi-weekly at a glance check-ins to monitor ongoing projects, ensuring that issues are addressed before the next monthly meeting.

7. Continuous Improvement

- **Feedback Loop (Monthly):** After each & every meeting, Co Ordinator gathers feedback on the meeting's effectiveness and make necessary adjustments for the following month and submitted the report to the management (if needed).
- **Training and Development:** Offer regular training on meeting facilitation and collaboration tools to keep meetings productive and efficient.

8. Frequent Meetings Integration

- **Synchronization:** Samuda ensures that monthly meetings complement other frequent meetings, like weekly departmental check-ins, to prevent overlap and redundancy.
- **Key Issues Prioritizing:** Reserve monthly meeting for addressing critical issues often occurred while it requires cross-departmental coordination or strategic decision-making.

By holding frequent monthly coordination meetings with this structured approach, Samuda Chemical Complex Limited ensures consistent alignment with company goals, improve collaboration, and maintain momentum on ongoing projects.

Setting up Business Target:

Setting up business target in Samuda is quite interesting where collective discussions is held with full on cooperation. Market analysis and metrics are studied by various units and implementation will be done accordingly so that target fulfillment will be going to be super smooth.

1. Set the Clear Business Objectives

- **Define Key Performance Indicators (KPIs):** SCCL establishes KPIs for raw materials accessibility, production, revenue and market share. These must align with the overall company goal & vision and other parts so that no objection will be found later.
- **SMART Goals:** SCCL ensures targets are Specific, Measurable, relevant, Achievable and also Time-bound (SMART). For instance, increase market share by 10%-12% within 1 year or reduce operational costs by 5%-8% by Q3.

2. Market Analysis and Opportunity Identification

- **Conduct Market Research:** SCCL does it for understanding the present market trends, customer demands, and competitive landscape. Identify market gaps where Samuda Chemical can innovate or increase penetration.
- **Customer Feedback:** SCCL collects feedback from field to know how well the products are performing against its rivals and where improvements are needed.

3. Strategic Planning

- **Market Segmentation:** Samuda Identifies different customer segments and tailor its strategies for each & every. Focus on high-potential sectors like chemicals; industrial chemicals.
- **Diversify Product Portfolio:** SCCL Expands offerings based on market research & demand, like introducing eco-friendly chemical solutions or improving the efficiency of existing ones.

4. Sales and Marketing Initiatives

- **Build an Effective & Strong Sales Team:** Samuda always trains and equip the sales persons to meet business objectives, goals & targets by focusing on relationship-building, negotiation, and product expertise.
- **Digital Marketing:** Leverage digital platforms to promote the brand, especially targeting industries which heavily rely on chemicals.
- **Partnerships, Cooperation and Collaborations:** Partner with complementary industries to increase the reach of Samuda's products.

5. Enhance Operational Efficiency

- **Production Optimization:** SCCL adopts lean manufacturing principles to reduce wastage, improve efficiency, and ensure quality while maintaining continuous improvement in every aspect.
- **Integration of Technology:** SCCL Invests in automation and digital tools to streamline processes, enhance accuracy, and minimize delays in supply chains.
- **Supply Chain Management (SCM):** Strengthen the relationships with suppliers and improve logistics to reduce lead times and ensure timely delivery of raw materials.

6. Monitor Progress and Adjust Strategies

- **Day to Day/ Regular Monitoring:** SCCL holds monthly or quarterly review meetings to assess progress. Use data analytics to monitor sales, production, and operational efficiency.
- **Adjustment of Strategies:** If targets are not being met, re-evaluate the market strategy, production capabilities, or financial plan, and make the necessary adjustments.

7. Employee Engagement and Development

- **Motivation and Incentives:** SCCL provides performance-based rewards, incentives, acknowledgement to employees to keep them motivated. Set individual & team-based targets with rewards for achieving them.
- **Continuous Learning:** Implement training programs to ensure that employees stay up-to-date with industry trends and technologies and the with customer demand.

8. Financial Planning and Resource Allocation

- **Budgeting:** SCCL ensures the allocation of financial resources to priority areas such as R&D, marketing, and production enhancements.
- **Cost Control:** Keep operating costs under control by regularly auditing expenses and identifying areas for cost-cutting.

9. Risk Management

- **Identify and Mitigate Risks:** SCCL understands potential risks (e.g., supply chain disruptions, regulatory changes, market dynamics changes) and create contingency plans to mitigate them.
- **Risk Mitigation Plans:** Develop plans for handling risks related to market volatility or production downtime to ensure targets are met even in tough situations.

By adopting these strategic initiatives, Samuda Chemical can effectively synchronize its resources, optimize its operational strategy, and empower its workforce to drive toward achieving its business goals with precision and efficiency. This approach ensures that every aspect of the organization, from innovation to execution, is aligned to propel sustainable growth and maintain a competitive edge in the industry.

Daily Production Report:

Samuda Chemical Complex Limited is a leading chemical production facility with a robust daily output across multiple products. Below is the breakdown of its daily production capabilities:

- **Chlorinated Paraffin Wax:**
Production Capacity: **13,750 kg/day**
Chlorinated paraffin wax is primarily used as a plasticizer and flame retardant in industries, playing a key role in the manufacturing of PVC.
- **Calcium Carbonate:**
Production Capacity: **400 tons/day**
Widely used in construction, plastics, paints, and as a dietary supplement, calcium carbonate is essential to a variety of industries.

- **Filler Compound:**
Production Capacity: **50 tons/day**
Filler compounds are critical in enhancing the properties of materials, especially in plastics, rubber, and paper manufacturing.
- **Hydrogen Peroxide:**
Production Capacity: **100 tons/day**
As a strong oxidizer, hydrogen peroxide is extensively used in bleaching, disinfection, and chemical synthesis applications.
- **Caustic Soda:**
Production Capacity: **290 tons/day**
Caustic soda (sodium hydroxide) is a crucial chemical in the manufacturing of soaps, paper, textiles, and in water treatment.
- **Liquid Chlorine:**
Production Capacity: **20 tons/day**
Liquid chlorine is used in water purification, bleaching, and in the production of many chemical compounds.
- **Hydrochloric Acid:**
Production Capacity: **300 tons/day**
A significant chemical in steel pickling, oil well acidizing, and in the production of inorganic chemicals, hydrochloric acid is vital for several industries.

Moreover, some others products will be available here. Those are caustic soda flakes, caustic liquid, low concentration hydrochloric acid, sodium hypochlorite.

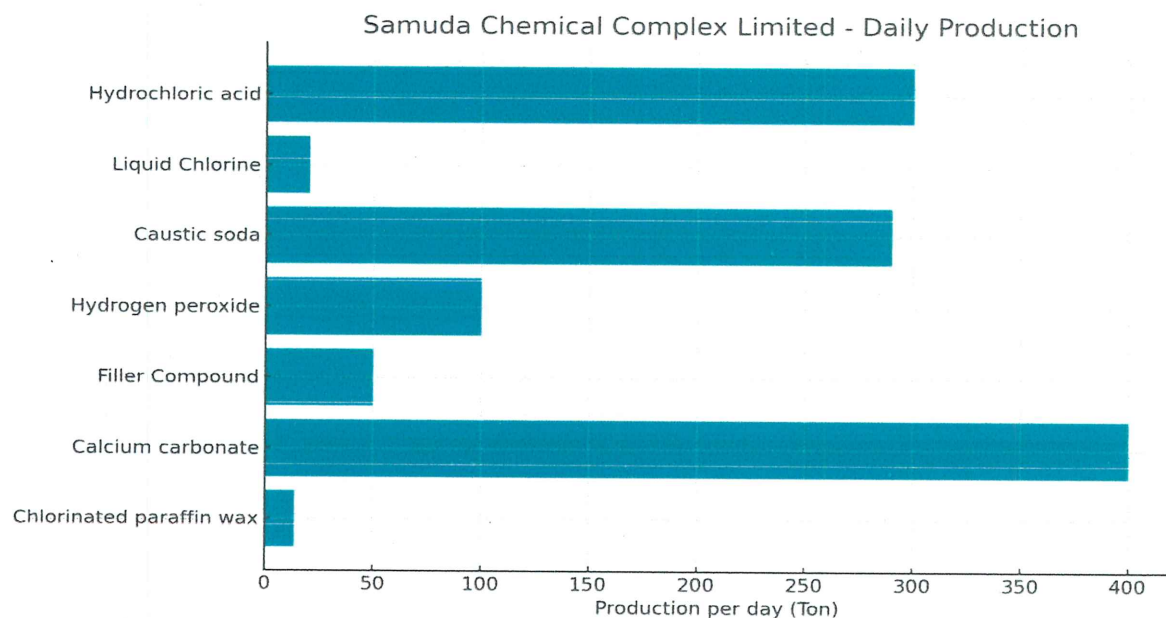


Figure 2- Production Per Day

Export & Import Friends:

As a company, SCCL not only imports from overseas but also exports its product many foreign countries with excellent feedback throughout the time. Among of them, we mention here some of the big fishes as per volza.com last updated report:

Suppliers:

- Paranthan Chemicals Co Ltd (Sri Lanka)
- Crane Process Flow Technologies (Satara, India)
- Kirloskar Pneumatic Co Ltd (India)

Buyers:

- Vijay Shanker Vinay Kumar (Kanpur, India)
- Paranthan Chemicals Co Ltd (Sri Lanka)
- Banik Elegant Industries (India)
- Shankar Lal Rampal Dye Chem Ltd. (India)

Volza Fact Sheet of Samuda Chemical Complex Ltd

Import		Export	
 Shipments	4,226	 Shipments	5,984
 Suppliers	608	 Buyers	986
 Competition	104,490	 Competition	15,970

Source : Volza Export Import Data

Figure 3- Volza Export-Import Data

Link for more details: <https://www.volza.com/company-profile/samuda-chemical-complex-ltd-375751/>

The above large imports and exports will be done with the significant cross functional performance of the whole supply team.

SCM Units:

Overview of SCM Units at Samuda Chemical Complex.

The SCM structure at Samuda Chemical Complex is divided into the following units:

1. **Procurement (F&L)**
2. **HRM**
3. **Accounts & Finance**
4. **Logistics & Transportation**
5. **Inventory Management**
6. **Supplier Relationship Management**
7. **Production Planning & Control**
8. **Sales & Marketing**
9. **Warehouse Management**
10. **Distribution and Delivery**

Reporting System Framework:

The reporting system for all SCM units is designed to facilitate:

- **Real-time tracking** of materials, deliveries, and stock levels.
- **Performance monitoring** for each SCM unit.
- **Data-driven decision-making** based on metrics and KPIs.
- **Compliance** with safety standards and industry regulations.

1. Data Collection

Each SCM unit utilizes automated data collection methods for real-time monitoring:

- **Procurement:** Purchase orders, vendor information, and delivery schedules.
- **HRM:** Employee attendance, payroll management, performance evaluations, and training schedules.
- **Accounts & Finance:** Real-time tracking of financial transactions, budgeting data, tax calculations, expense reporting, and financial forecasts.
- **Supplier Relationship Management:** Supplier performance data, order accuracy, contract terms, and compliance metrics.
- **Logistics & Transportation:** Fleet tracking, route data, fuel usage, and delivery times.
- **Production Planning & Control:** Production schedules, equipment utilization, product quality metrics, and work-in-progress data.
- **Sales & Marketing:** Customer demographics, sales performance, campaign effectiveness, and lead conversions.
- **Inventory Management:** Stock levels, replenishment needs, and expiry dates.
- **Warehouse Management:** Material handling, storage capacity, and security checks.

- **Distribution and Delivery:** Shipment tracking, delivery times, customer feedback, and route efficiency.

All data is entered into a central ERP (Enterprise Resource Planning) system, allowing for integrated reporting and analysis.

2. Reporting Workflow

The reporting workflow involves the following steps across all SCM units:

2.1. Daily Reports

- **Content:** Basic operational data such as shipments received, deliveries made, production status, and stock updates.
- **Frequency:** Daily submission by 5 PM.
- **Responsible Unit:** Each SCM unit head compiles and sends a report to the Supply Chain Director.

2.2. Weekly Performance Reports

- **Content:** KPI analysis, including on-time deliveries, inventory turnover, supplier lead times, and warehouse utilization, sales up & down and comparison analysis.
- **Frequency:** Weekly submission, every Friday.
- **Responsible Unit:** Each unit submits its performance report to the central SCM office for review by the Senior Management Team.

2.3. Monthly Reports

- **Content:** Detailed analytics, including procurement costs, supply chain disruptions, fleet performance, and storage capacity usage, sales report.
- **Frequency:** Last business day of each month.
- **Responsible Unit:** Consolidated reports from all units, compiled by the SCM Director and presented to the board.

2.4. Incident Reporting

- **Content:** Any disruptions, delays, accidents, or issues related to logistics, procurement, or warehouse management are reported immediately.
- **Frequency:** Real-time reporting as incidents occur.
- **Responsible Unit:** Relevant SCM unit head and safety officers coordinate to report and resolve incidents.

3. Data Management and Automation

3.1. ERP Integration

All SCM units use an integrated ERP system that automates the reporting process. This includes:

- **Real-time data entry:** Direct from operational units (procurement, inventory, logistics, HRM, Accounts & Finance etc).
- **Automatic alerts:** Triggered when KPIs such as inventory stock-outs or delayed shipments occur.
- **Data security:** The system ensures that sensitive information related to procurement costs, vendor contracts, and logistics routes is encrypted and accessible only by authorized personnel.

3.2. Dashboards and Visual Reporting

- **Centralized dashboards** are used to display real-time data from all SCM units.
- Each unit's **performance metrics**, such as delivery times, procurement efficiency, and stock levels, are visually represented.
- **Visualization tools** provide graphs, charts, and trend analyses for quick decision-making.

4. Communication Protocols

4.1. SCM Unit Meetings

- **Daily Standup:** Short, 15-30 minute meetings every morning to review the day's key tasks.
- **Weekly Coordination Meeting:** SCM managers and unit heads gather to address issues, review performance, and realign strategies.
- **Monthly Executive Review:** Senior management meets with SCM leadership to review overall supply chain performance, discuss challenges, and plan improvements.

4.2. Cross-Departmental Collaboration

- SCM units regularly coordinate with the finance, production, and sales departments.
- Communication occurs through the ERP system, and alerts are sent from concern dept. for critical updates such as material shortages or delivery delays.

5. Monitoring and Evaluation

5.1. Key Performance Indicators (KPIs)

Each SCM unit is evaluated based on specific KPIs:

- **Procurement:** On-time supplier deliveries, cost savings, contract compliance, supplier quality rating.
- **HRM:** Employee turnover rate, time to fill vacancies, employee engagement, training completion rate.
- **Accounts & Finance:** Return on investment (ROI), cash flow management, budget variance, financial reporting accuracy.
- **SRM:** Supplier performance scorecards, cost reduction from negotiations, compliance with contracts, innovation contributions.
- **Production Planning & Control:** Production schedule adherence, machine downtime, product quality yield, cost per unit produced.
- **Sales & Marketing:** Customer acquisition cost (CAC), conversion rate, sales growth, return on marketing investment (ROMI).
- **Logistics & Transportation:** Delivery accuracy, fuel efficiency, and fleet downtime.
- **Inventory Management:** Inventory turnover, days of stock remaining, and shrinkage.
- **Warehouse Management:** Utilization rates, safety incidents, and handling efficiency.
- **Distribution & Delivery:** On-time delivery rate, delivery accuracy, customer satisfaction score, cost per delivery.

5.2. Performance Audits

- **Quarterly SCM Audits:** Conducted to assess unit efficiency, resource utilization, and cost management.
- **Compliance Checks:** Ensuring all units comply with internal policies and industry regulations.

The reporting system at Samuda Chemical Complex Limited ensures seamless communication, real-time data availability, and proactive decision-making across all SCM units. This system allows for detailed tracking of operational performance, optimization of supply chain functions, and improved collaboration between all stakeholders. The centralized ERP system plays a pivotal role in automating reports, minimizing errors, and providing accurate insights into the complex's supply chain processes.

Logistics- Transportation Support:

For delivery smoothness of finished goods and raw materials and other required products/materials collection, SCCL has its own vehicle support for 24/7. Moreover in the time of necessities, SCCL can also go for rental vehicle support as requirement other fluctuates for customer supports and other situational demands.

SCCL has its well-furnished and equipped logistics dept. who supports the transportation facilities throughout the plant (factory) and head office to all over the Bangladesh where needs to give support for the sake of company.

Here is a bar chart representing SCCL's vehicle fleet used for company support. The different vehicle types and their corresponding quantities are shown, making it easy to visualize the distribution of vehicles.

Breakdown:

- **Cover Van (40 units):** Primarily used for the safe transportation of goods that require protection from external elements.
- **Open Truck (25 units):** Utilized for carrying large items or materials that do not require covering, often for short or long distance logistics.
- **Tank Lorry (37 units):** Essential for transporting liquid materials, such as chemicals or fuels, in bulk quantities.
- **Dump Truck (2 units):** Used for transporting loose materials like sand, gravel, or demolition waste.
- **Pay Loader (10 units):** Heavy machinery used for loading materials into other vehicles or equipment. They are commonly used in industrial settings for moving earth, debris, or construction materials.
- **Fork Lift (10 units):** Vital for moving heavy materials around warehouses or loading/unloading trucks, stores etc.
- **Honda (2 units):** Likely used for quick transportation of personnel or small deliveries within short distances. But for sales teams honda is provided as per dept. requisition. These 2 units are only for plant common use.

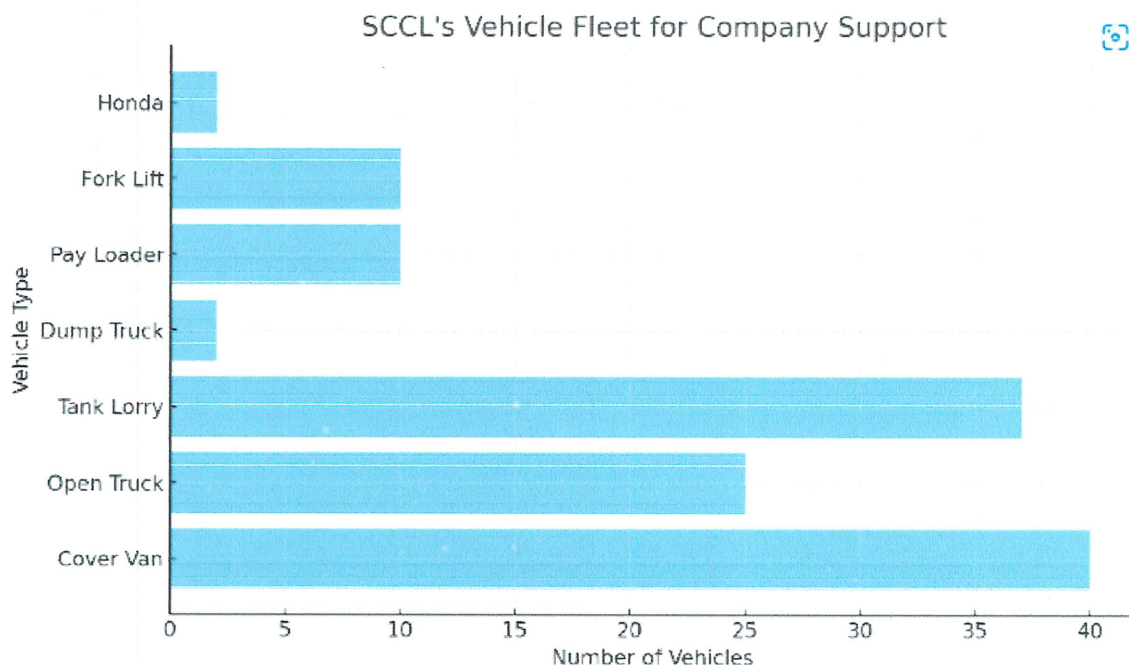


Figure 4- Number of Vehicles for Company Support

This fleet helps SCCL manage logistics, transportation, and various other operational needs efficiently, providing flexibility and capacity for different types of support tasks across multiple industries. Also need arrangements for various extra transportations, crane etc for operational works regularly. Third party supplier provides these facilities throughout the time.

Cross functional Alignment Strategies between SCM Units:

Sales and marketing feedback is essential in guiding Supply Chain Management (SCM) units to align operational efficiency with market demand and customer expectations. Fluctuations in sales and marketing can directly impact various SCM units, necessitating a dynamic approach to align supply with demand and improve overall performance. Here's how sales and marketing feedback fluctuations align with SCM units:

1. Procurement (F&L)

- **Impact of Fluctuations:** Increased demand from sales requires faster procurement cycles and larger orders from suppliers, while reduced demand leads to excess inventory or delayed orders.
- **Alignment Strategy:** Real-time sales data must be shared with the procurement team to adjust purchasing patterns in response to market needs.

2. Logistics & Transportation

- **Impact of Fluctuations:** Sudden increases in sales requires additional shipments, faster delivery times, or expanded transportation capacity, while decreased sales reduce the need for logistics resources.
- **Alignment Strategy:** Transportation schedules and fleet allocation is flexible to scale up or down in response to marketing campaigns or sales trends.

3. Inventory Management

- **Impact of Fluctuations:** Sales surges leads to inventory depletion if not managed properly, while lower demand can result in excess stock and higher carrying costs.
- **Alignment Strategy:** In SCCL, continuous monitoring of sales trends always informs inventory levels, ensuring optimal stock availability without over- or under-stocking.

4. Warehouse Management

- **Impact of Fluctuations:** Sales growth leads to higher order volumes, requiring efficient warehouse operations to handle increased picking, packing, and dispatching. Conversely, slower sales might reduce warehouse activity.

- **Alignment Strategy:** Efficient space management, real-time inventory tracking, and adaptable labor allocation helps SCCL warehouses scale operations in response to sales fluctuations.

5. Production Planning & Control

- **Impact of Fluctuations:** Increased sales require ramped-up production to meet demand, while lower sales call for scaling back production to avoid overproduction & SCCL follows it hardly.
- **Alignment Strategy:** Sales forecasting directly inform production schedules, enabling timely adjustments in output to meet market conditions & sales team always aligned with it to the plant and HO operations.

6. Supplier Relationship Management (SRM)

- **Impact of Fluctuations:** When sales rise, faster and larger orders may strain supplier relationships, while declining sales might require renegotiation of contracts to avoid penalties or unnecessary purchases.
- **Alignment Strategy:** Maintaining strong supplier relationships and ensuring flexibility in contracts allows for smoother adaptation to fluctuating sales feedback.

7. Accounts & Finance

- **Impact of Fluctuations:** Increased sales leads to higher revenue and cash flow, but also increased operational costs for procurement, logistics, and inventory. Conversely, reduced sales can decrease revenue while maintaining fixed operational costs.
- **Alignment Strategy:** Financial teams work closely with SCM units to manage cash flow, forecast costs, and allocate budgets for scaling operations based on sales projections.

8. Sales & Marketing

- **Impact of Fluctuations:** Marketing campaigns directly influence sales patterns, and any discrepancies between expected and actual demand can disrupt SCM operations.
- **Alignment Strategy:** Continuous communication between the sales, marketing, and SCM units is crucial. Marketing feedback helps SCM units anticipate market needs and adjust operations accordingly.

9. Distribution and Delivery

- **Impact of Fluctuations:** Increased sales results in higher delivery volumes and tighter timelines, while reduced sales will likely scale back distribution needs.
- **Alignment Strategy:** Distribution networks are adaptable, ensuring that the delivery process remains efficient and cost-effective during both peak and slow periods.

To align SCM units with sales and marketing fluctuations, **real-time data integration** is essential. Feedback loops between sales, marketing, and SCM can optimize procurement, production, and distribution to reflect market demands. By closely monitoring sales trends and marketing feedback, SCM units can adjust resources and processes efficiently, minimizing operational waste and maximizing customer satisfaction.

External Stakeholder Alignment:

External stakeholders play a significant role in SCCL's Supply Chain Management (SCM), as they directly or indirectly influence the smooth functioning of various SCM units. Proper alignment with these stakeholders ensures efficiency, trust, and the ability to respond dynamically to market changes. Here's a breakdown of key external stakeholders and their relationship with SCM units, including strategies for maintaining alignment:

1. Suppliers

- **Relation to SCM Units:** Suppliers are essential for the **Procurement/Purchase** unit, providing raw materials or goods. They also influence **Inventory Management**, **Production Planning**, and **Supplier Relationship Management (SRM)**.
- **Alignment Strategy:**
 - **Long-term contracts and partnerships:** SCCL is continuously trust with suppliers through long-term relationships ensures reliability in supply and favorable pricing.
 - **Real-time communication:** SCCL Sharing demand forecasts and production schedules with suppliers allows them to plan for future orders, ensuring timely deliveries.
 - **Quality management:** SCCL aligns quality control standards between suppliers and SCM units to ensure the incoming materials meet production requirements.

2. Distributors and Logistics Providers

- **Relation to SCM Units:** Distributors and logistics providers of SCCL work closely with the **Logistics & Transportation-Distribution and Delivery** units. They ensure that goods are delivered from warehouses to customers.
- **Alignment Strategy:**
 - **Collaborative logistics planning:** Working together to optimize routes, reduce fuel costs, and meet delivery deadlines can help both parties achieve efficiency.
 - **Performance monitoring:** Using key performance indicators (KPIs) like on-time deliveries and fleet efficiency to ensure third-party logistics providers align with the company's goals.
 - **Contingency planning:** Creating contingency plans with logistics partners to manage disruptions like transportation delays or supply chain interruptions.

3. Customers

- **Relation to SCM Units:** Customers have a direct influence on **Sales & Marketing, Inventory Management, and Production Planning & Control**. Their feedback and demand patterns determine the supply chain's efficiency.
- **Alignment Strategy:**
 - **Demand forecasting:** SCCL SCM units uses customer purchasing patterns and feedback to adjust production and inventory levels.
 - **Customer satisfaction:** Timely deliveries, product quality, and efficient customer service are key for maintaining positive relationships, influencing the performance of the entire supply chain.
 - **Data sharing:** Aligning SCM operations with customer preferences through shared data helps personalize supply chain operations (e.g., specific delivery windows or preferences).

4. Regulatory Authorities

- **Relation to SCM Units:** Regulatory bodies affect **Procurement, Logistics & Transportation, Warehouse Management, and Production Planning** by setting compliance standards such as safety, environmental regulations, and labor laws.
- **Alignment Strategy:**
 - **Compliance adherence:** Keeping updated on local, national, and international regulations to ensure SCM operations comply with legal requirements.
 - **Regular audits and certifications:** Aligning with regulatory standards through internal audits and obtaining necessary certifications ensures smooth operations without legal disruptions.
 - **Clear communication:** SCCL maintains regular communication with regulators to stay informed on policy changes that may affect supply chain activities.

5. Third-Party Manufacturers

- **Relation to SCM Units:** Third-party manufacturers often handle part of the production process and align closely with **Production Planning & Control, Procurement, and Supplier Relationship Management (SRM)**.
- **Alignment Strategy:**
 - **Contract manufacturing:** Clearly defined agreements regarding lead times, quality, and production quantities ensure that the SCM units align their schedules and delivery needs with third-party manufacturers.
 - **Technology integration:** Sharing production schedules and order forecasts with third-party manufacturers via integrated technology platforms can streamline operations and avoid delays.
 - **Continuous quality audits:** SCCL performs regular inspections and audits of third-party manufacturing processes ensure alignment with production and quality standards.

6. Financial Institutions

- **Relation to SCM Units:** Financial institutions support the **Accounts & Finance** unit by providing working capital, loans, and other financial services that are crucial for procurement and production.
- **Alignment Strategy:**
 - **Financial planning and forecasts:** SCM units provides financial institutions with accurate cash flow forecasts, procurement plans, and operational costs to ensure sufficient funding.
 - **Efficient capital management:** Timely payments and credit arrangements with suppliers and third-party manufacturers ensure a smooth flow of materials without financial disruptions.
 - **Supply chain financing solutions:** Leverage financial instruments such as supply chain financing to reduce operational cash flow gaps and ensure payments to suppliers on time.

7. Technology Providers

- **Relation to SCM Units:** Technology providers enable **Inventory Management, Logistics & Transportation, Warehouse Management, and Production Planning** by offering systems like ERP (Enterprise Resource Planning), and fleet tracking.
- **Alignment Strategy:**
 - **Technology integration:** SCM units works closely with technology providers to ensure systems like ERP, fleet management tools are fully integrated for real-time data visibility.
 - **Continuous updates and support:** SCCL ensures that technology providers offer regular updates, technical support, and training to keep SCM units operating efficiently.
 - **Collaboration for innovation:** Partner with technology providers to implement automation and AI-driven analytics to improve supply chain performance.

8. Partners and Alliances

- **Relation to SCM Units:** Strategic partnerships and alliances influence all SCM units, especially **Supplier Relationship Management (SRM), Procurement, and Logistics & Transportation**.
- **Alignment Strategy:**
 - **Collaborative goal setting:** SCCL SCM units aligns operational goals with partners, including shared sustainability goals, cost reduction strategies, or innovative solutions for supply chain disruptions.
 - **Joint ventures and co-investments:** Align with partners on joint ventures that enhance supply chain capacity, reduce costs, or open new distribution channels.
 - **Shared risk management:** Collaborate with partners to create risk mitigation strategies, such as diversifying suppliers or setting up alternative distribution channels during crises.

9. Media and Public Relations

- **Relation to SCM Units:** While they don't directly interact with supply chain operations, media and PR teams influence **Sales & Marketing**, affecting demand patterns and brand reputation.
- **Alignment Strategy:**
 - **Transparent communication:** SCCL ensures timely updates on SCM performance during crises, disruptions, or new product launches to maintain positive public relations.
 - **Brand alignment:** SCM units are aware of how operational efficiency (like on-time delivery or product quality) affects customer satisfaction and brand reputation, as communicated by media outlets.

Maintaining strong relationships and aligning with external stakeholders requires **collaboration, transparency, and real-time communication** across all SCM units. Integration of data, regular audits, and mutually beneficial partnerships allow SCM units to remain agile and responsive to both market demands and external factors, ensuring smooth operations and long-term sustainability.

References:

1. Raw informations were collected from my workplace Samuda Chemical Complex Limited.
2. <https://www.volza.com/company-profile/samuda-chemical-complex-ltd-375751/>
(Volza Fact Sheet)