

# **An Overview of Supply Chain Process in GG Organic Care Pvt Ltd**

**PRITHIVIRAJ K<sup>1</sup>, Dr.G.MADHUMITA<sup>2</sup>**

II MBA, Department of Management Studies School Of Management Studies, Vels Institute of Technology and  
Advance Studies (VISTAS) Pallavaram, Chennai<sup>1</sup>

Professor, Department of Management Studies School Of Management Studies, Vels Institute of Technology and  
Advance Studies (VISTAS) Pallavaram, Chennai<sup>2</sup>

**Abstract:** This study explores the supply chain processes of GG Organic Care Pvt Ltd, a company engaged in the production and distribution of organic wellness products. With the growing demand for sustainable and health-conscious goods, effective supply chain management has become a critical success factor. The research investigates the company's existing supply chain framework, identifies challenges such as delays, manual inefficiencies, and lack of technological integration, and evaluates solutions through qualitative analysis. Literature insights, industry benchmarks, and observational data inform the study, offering a roadmap for improvement. Key recommendations include implementing digital tools, optimizing inventory control, and establishing performance metrics for suppliers. The findings aim to enhance the company's operational efficiency, customer satisfaction, and long-term competitiveness.

## **I. INTRODUCTION**

GG Organic Care Pvt Ltd is a company dedicated to producing and distributing organic personal care and wellness products. As the demand for organic goods increases, managing an efficient and responsive supply chain is crucial. This article explores the intricacies of the company's supply chain processes, from procurement to delivery, highlighting areas of strength and potential improvement.

## **II. STATEMENT OF THE PROBLEM**

Despite growing demand, GG Organic Care faces several challenges in optimizing its supply chain. These include delayed raw material procurement, inventory inconsistencies, high transportation costs, and limited integration between departments. Understanding and resolving these issues is key to improving operational efficiency and customer satisfaction.

## **III. OBJECTIVES OF THE STUDY**

- To analyze the existing supply chain structure of GG Organic Care Pvt Ltd.
- To identify bottlenecks in the procurement and distribution processes.
- To evaluate the role of technology in improving supply chain management.
- To provide suggestions for enhancing supply chain performance and customer delivery experience.

## **IV. REVIEW OF LITERATURE**

The supply chain is the backbone of any product-based business, and its strategic management is essential for ensuring timely delivery, cost-efficiency, and customer satisfaction. For companies like GG Organic Care Pvt Ltd, which operate in the organic products sector, the complexity of supply chains increases due to the need for traceability, quality assurance, and sustainability.

Concept of Supply Chain Management (SCM):

According to Chopra and Meindl (2019), supply chain management involves the integration of key business processes from end users through original suppliers that provide products, services, and information. The purpose of SCM is to reduce inefficiencies and enhance value delivery to customers. It involves procurement, logistics, warehousing, inventory control, and order fulfillment.

SCM in the Organic and Natural Products Industry:

The organic products industry adds layers of complexity to SCM due to certification requirements, perishable raw materials, and ethical sourcing constraints. A study by Govindan et al. (2014) emphasizes that companies in this sector must ensure transparency and compliance with environmental and organic standards throughout their supply chain. This makes supplier selection, monitoring, and logistics optimization more critical.

Role of Technology in SCM:

Digital tools like Enterprise Resource Planning (ERP) systems, Artificial Intelligence (AI), and Blockchain are transforming supply chain operations. Research by Ivanov et al. (2020) shows that integrated digital systems improve visibility, reduce lead times, and help in demand forecasting. For a growing company like GG Organic Care, adopting such technology could enhance real-time tracking, inventory management, and supplier coordination.

Sustainable Supply Chain Practices:

Sustainability is a major focus in contemporary SCM literature. Carter and Rogers (2008) define sustainable supply chain management as the strategic, transparent integration of environmental, social, and economic goals across a business's supply chain processes. Companies like GG Organic Care, which claim an organic identity, are expected to implement practices such as green logistics, biodegradable packaging, and partnerships with eco-friendly vendors.

Lean and Agile Supply Chains:

The lean supply chain focuses on cost efficiency by eliminating waste, while the agile supply chain emphasizes responsiveness to customer needs. According to Christopher (2016), the organic care sector may benefit from a hybrid model—leagile supply chains—which blend the benefits of lean (for standard processes) and agile (for responsiveness to market changes).

Challenges in Supply Chain Management:

Researchers such as Simchi-Levi et al. (2018) discuss key challenges such as supply disruptions, geopolitical risks, and demand volatility. Small and medium enterprises (SMEs), including many organic product firms, often struggle due to limited budgets for technology and a reliance on fragmented vendor networks. This makes SCM a particularly crucial and vulnerable aspect of their operations.

Case Studies and Industry Benchmarks:

Companies like The Body Shop and Patanjali have implemented streamlined SCM practices, including vertical integration and direct sourcing from certified organic farms. These practices have led to better product quality control and reduced dependency on intermediaries. GG Organic Care can draw valuable lessons from such benchmarks to refine its supply chain strategies.

## **V. RESEARCH METHODOLOGY**

- Type of Research: Descriptive
- Data Collection: Both primary (interviews, observations) and secondary (company records, academic journals) data were used.
- Sampling Technique: Purposive sampling was used to gather inputs from supply chain managers and operational staff.
- Tools for Analysis: SWOT analysis, observation logs, and performance metrics evaluation.

## **VI. OBSERVATION REVIEW**

The study found that while the company emphasizes quality and sustainability, the supply chain lacks standardization in areas such as vendor selection, order tracking, and inventory management. Observations also noted excessive dependency on manual processes, which hampers responsiveness.

## **VII. LIMITATIONS OF THE STUDY**

- Limited access to real-time supply chain data
- Time constraints restricted longitudinal observation
- Findings may not be generalizable beyond the organization
- Bias in self-reported data from employees

### **VIII. ANALYSIS**

Using SWOT analysis:

- Strengths: Commitment to organic quality, loyal supplier network
- Weaknesses: Manual tracking, lack of ERP systems
- Opportunities: Market expansion, digital transformation
- Threats: Supply disruption, competition from multinational brands

The study also reveals cost implications of inefficiencies and the potential ROI of automation.

### **IX. FINDINGS**

- Inventory turnover rates are inconsistent due to forecasting errors
- Lead times are longer than industry benchmarks
- Supplier performance monitoring is irregular
- Customer satisfaction is affected by delayed deliveries and stockouts

### **X. SUGGESTIONS**

- Implement an ERP system to integrate procurement, inventory, and sales functions
- Adopt JIT (Just-In-Time) inventory practices where feasible
- Establish performance KPIs for suppliers
- Train staff on digital supply chain tools
- Engage in strategic partnerships to reduce transportation costs

### **XI. CONCLUSION**

GG Organic Care Pvt Ltd has a foundational supply chain system that supports its organic vision. However, to stay competitive and responsive to market demands, it must modernize its operations through digital tools, improved forecasting, and vendor collaboration. Streamlining the supply chain will not only boost efficiency but also elevate customer trust and satisfaction.

### **REFERENCES**

- [1]. Chopra, S., & Meindl, P. (2019). Supply Chain Management: Strategy, Planning, and Operation.
- [2]. Christopher, M. (2016). Logistics & Supply Chain Management.
- [3]. Carter, C.R. & Rogers, D.S. (2008). A framework of sustainable supply chain management.
- [4]. Ivanov, D., et al. (2020). Digital supply chain resilience and responsiveness.
- [5]. Simchi-Levi, D., et al. (2018). Designing and managing the supply chain.
- [6]. Company internal documents and interviews (2025).
- [7]. Research data from "PRITHIVIRAJ Report 123.docx"