The Objectives of Research Study

1. The objective of every supply chain should be to maximize the overall value generated. The value a supply chain generates is the difference between what the final product is worth to the customer and the costs the supply chain incurs in filling the customer's request.

2. Consumers and industrial customers are demanding more and different products and services. The industry requires replenishment of small batches in high frequencies.

3. To study the individual suppliers were successful to meet the requirements of their customers in an efficient and effective way.

4. To study the rise of Demand - or Demand driven - and Supply Chain Management (DSCM) can be explained by the understanding that only combinations of companies are able to meet customer requirements in a more efficient and better way than individual companies can realize.

5. To analyze the customers and competitors force companies to co-operate with each other in one or more chains or networks.

6. To study the need to collaborate with all the supply chain variables according to the demand and supply forces.
Hypothesis

1. There is no significant gap between the consumers and the product available in the market.
2. There is no significant change in the integrated variables through-out the supply chain product distribution.
3. There is no significant mark of change in consumer satisfaction with desired product available according their demand, taste, preferences and income.