

Book: Social and Political Life - II;
Chapter: 8

Markets Around Us

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Market Chain Management (Supply Chain Management)



By Oxford English Dictionary:

supply chain

noun

the sequence of processes involved in the production and distribution of a commodity

Wikipedia Definition:

In commerce, a supply chain is a system of organizations, people, activities, information, and resources involved in supplying a product or service to a consumer



Wholesale Trading/Market

The market for the sale of goods to a retailer. That is, a wholesaler receives large quantities of goods from a manufacturer and distributes them to stores, where they are sold to consumers. A wholesaler is generally able to extract a better price from the manufacturer because it buys so many goods relative to an individual retailer. In theory, this enables the retailer to sell the good at a better price for the consumer.

USES

Economies of scale

The decrease in the marginal cost of production as a firm's extent of operations expands.

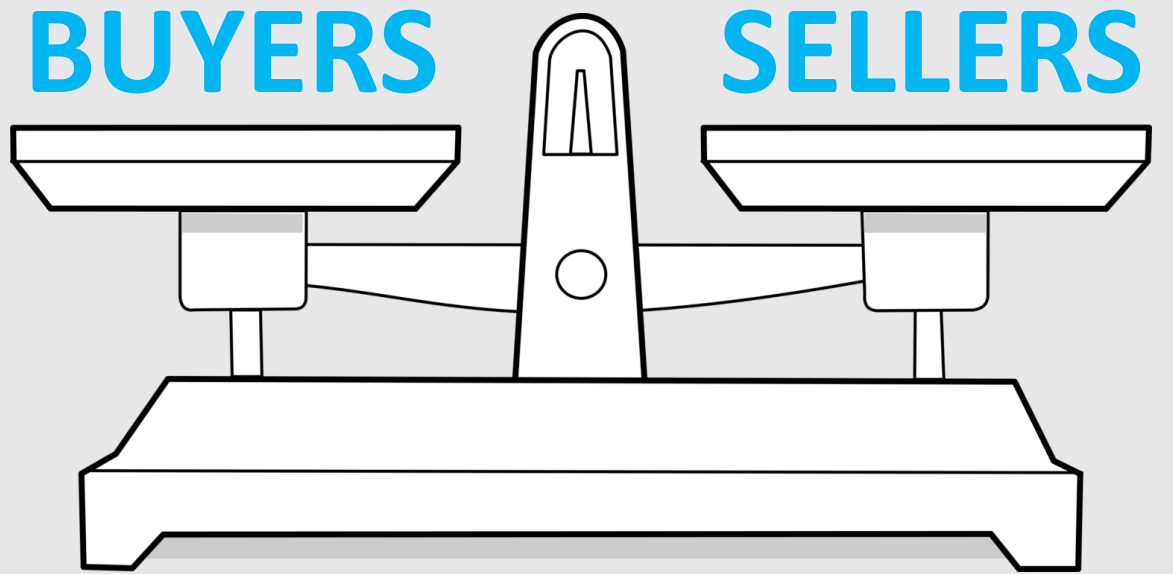
Biggest Online Wholesale Market:



indiamart.com

Internet and the market is everywhere...





**How much money to run the business?
How much to buy?
How much money to spend?
What will be the profit?
Who gains? Who loses?**

