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Supply chain management in small and medium sized enterprise in brunei darussalam (Conference Paper)

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Abstract

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In the current increasing globalized economy, it is becoming more challenging for small and medium sized enterprise (SME) to continue to exist and grow in today's competitive business and global market. A lot of enterprises have started to recognize the current competition happens between supply chains instead of individual companies. Hence, this project investigates the present supply chain management in Brunei SMEs specifically grocery stores for pasteurised milk, using insights from 64 cases. This project will also be investigating the reason behind frequent stock outs as well as low variation of pasteurised milk in SMEs in Brunei by studying their current supply chain management (SCM) practice. The research instrument was a survey form. The IBM SPSS Statistical Software was used as the research tool to analyse the current supply chain management in Brunei. Based on the findings, the major sources of stock outages in Brunei are due to poor demand and inventory planning, and poor integration in the supply chain. To conclude this research, SMEs in Brunei should consider managing their supply chain network instead of their own individual company. The efficiency of the SCM practice can be improved through the use of the latest technology where demand and supply can be managed better. Forecasting is suggested to determine demand uncertainty, while the economic order quantity (EOQ) method can be used in demand and inventory planning. © IEOM Society International.

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