

VALUE CHAIN MANAGEMENT FOR SMEs

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ABSTRACT

Supply chain management integrates industry partners, from the supplier to the end user, in order to maximize profit and efficiency throughout the levels involved. To remain competitive, enterprises resort to various value adding approaches. Usage of technology, sourcing strategies and buyer supplier relationships are among several approaches that help enterprises remain competitive against local and global competition. The role of small and medium-sized enterprises (SMEs) has been neglected in the value chain. The chance to introduce innovative value added services and/or products by leveraging supply chain concepts can create significant value for SME's. By properly integrating SMEs in the supply chain, barriers to internalization and competitiveness maybe eliminated and pave way for collaboration among supply chain partners. In this study the role of SMEs' in the supply chain is investigated through a literature survey and a road-map is proposed to integrate supply chain strategies with the competitive strategies of SMEs for effective value chain management.

KEYWORDS: Small and medium-sized enterprises (SMEs), Supply Chain, Value Chain.

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