

LOGISTICS AND SUPPLY CHAIN MANAGEMENT MODEL FOR THAI ORCHID BUSINESS: A CASE STUDY OF MANA ORCHID

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ABSTRACT

Abstract— Orchid is an important economic crop. Cut and plant orchids can be exported and Thailand earns 1,500 million baht annually. Major export markets are Japan, European Union, and USA. In addition, the trend of new markets, such as the Middle East, China is likely to increase.

This study aims to study the supply chain management model of Thai orchid business and to inspect in order to analyze the characteristics of Supply Chain Operation Reference Model (SCOR Model). The results depict that Mana Orchid is planning to qualitative forecasting. Mana Orchid is traded in two main categories: retail customers and the wholesale price. Source to breed, such as plastic pots, coconut husks, fertilizer and Boxes for Orchid packing. It is made to order. Delivery to Outsource. Mana Orchids will return the product due to the Mana Orchids mistakes only. If the goods are damaged during shipping, the shipping agent will be responsible.

Keywords— Logistics and Supply Chain, Orchid, SCOR Model.

INTRODUCTION

Amid Orchid is an important economic crop. Cut and plant orchids can be exported and Thailand earns 1,500 million baht annually. Major export markets are Japan, European Union, and USA.

The supply chain operations reference (SCOR model) was developed by the supply chain council with the assistance of 70 of the world's leading manufacturing companies. It has been described as the most promising model for supply chain strategic decision making. The model integrates business concepts of process re-engineering, benchmarking, and measurement into its framework. This framework focuses on five areas of the supply chain: plan, source, make, deliver, and return. These areas repeat again and again along the supply chain. The supply chain council says this process spans from "the supplier's supplier to the customer's customer."

LITERATURE REVIEWS

1. The SCOR Model for Supply Chain Strategic Decisions.

Plan : Demand and supply planning and management are included in this first step. Elements include balancing resources with requirements and determining communication along the entire chain. The plan also includes determining business rules to improve and measure supply chain efficiency. These business rules span inventory, transportation, assets, and regulatory compliance, among others. The plan also aligns the supply chain plan with the financial plan of the company.

Source : This step describes sourcing infrastructure and material acquisition. It describes how to manage inventory, the supplier network, supplier agreements, and supplier performance. It discusses how to handle supplier payments and when to receive, verify, and transfer product.

Make : Manufacturing and production are the emphasis of this step. Is the manufacturing process make-to-order, make-to-stock, or engineer-to-order? The make step includes, production activities, packaging, staging product, and releasing. It also includes managing the production network, equipment and facilities, and transportation.

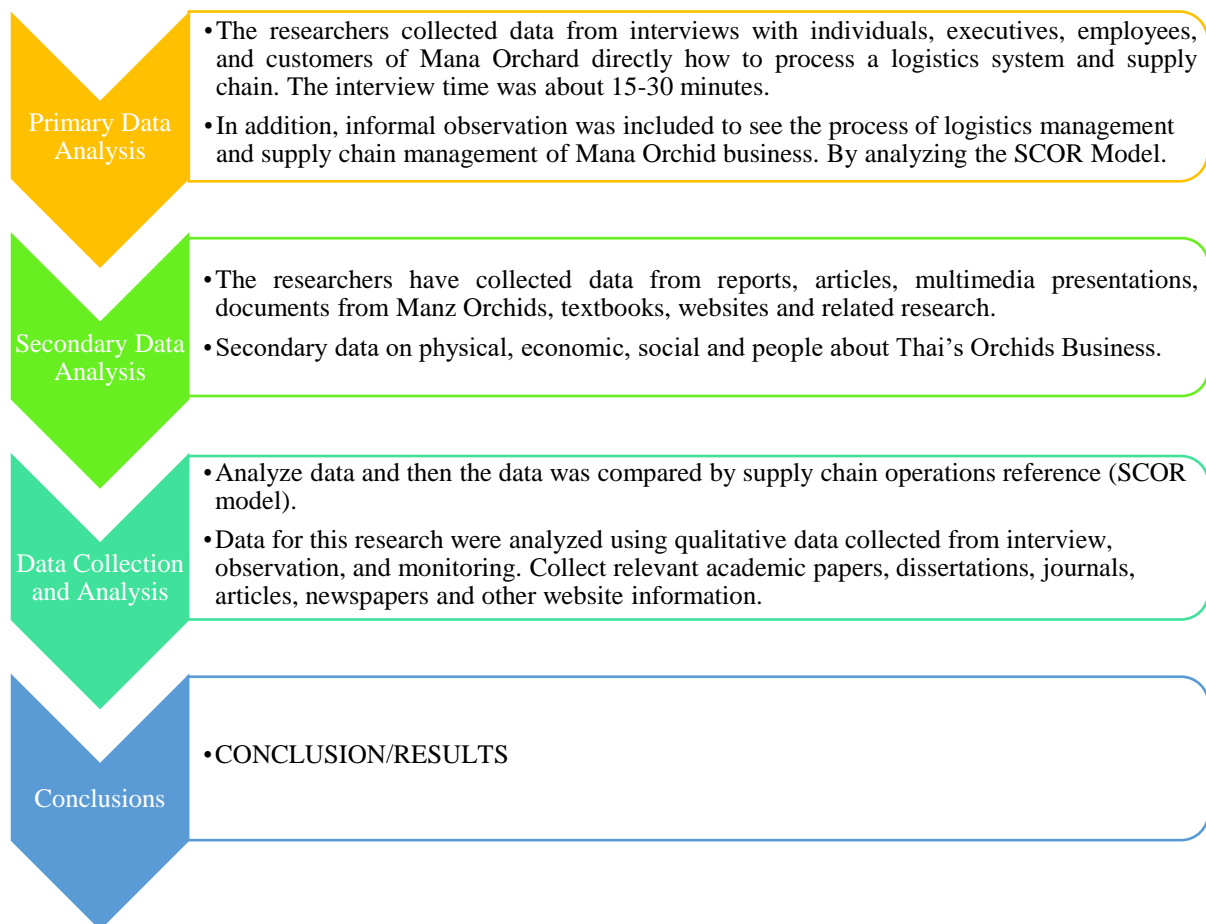
Deliver : Delivery includes order management, warehousing, and transportation. It also includes receiving orders from customers and invoicing them once product has been received. This step involves management of finished inventories, assets, transportation, product life cycles, and importing and exporting requirements.

Return: Companies must be prepared to handle the return of containers, packaging, or defective product. The return involves the management of business rules, return inventory, assets, transportation, and regulatory requirements.

2. Logistics and Supply Chain Management Model for Thai orchid business: A case study of Air Orchid.

The results depict that Air Orchids has a laboratory to produce and propagate orchids themselves. It is made to order and has a separate storage area. Product flow starts with the production of raw materials through the process of tissue culture in the laboratory. When the production is finished, it will be forwarded to the seedling plant. The big flowers bloom when the customer orders. When the orchids complete according to the types of product, the last step is to deliver to the customer and the orders will be returned because of Air Orchids mistakes only. It also found that there is a cost problem in supply chain management business orchid in terms of the delivery to customers because the operator does not have its own transportation system. It will use the shipping agent to deliver the goods to all customers.

METHODS



CONCLUSION/RESULTS

1. Supply chain management of mana orchid business.

The results depict that Mana Orchid is planning to qualitative forecasting. Mana Orchid is traded in two main categories: retail customers and the wholesale price. Source to breed, such as plastic pots, coconut husks, fertilizer and Boxes for Orchid packing. It is made to order. Delivery to Outsource. Mana Orchids will return the product due to the Mana Orchids mistakes only. If the goods are damaged during shipping, the shipping agent will be responsible. This is in line with the research on Logistics and Supply Chain Management Model for Thai orchid business: A case study of Air Orchid, The results depict that Air Orchids has a laboratory to produce and propagate

orchids themselves. It is made to order and has a separate storage area. Product flow starts with the production of raw materials through the process of tissue culture in the laboratory. When the production is finished, it will be forwarded to the seedling plant. The big flowers bloom when the customer orders. When the orchids complete according to the types of product, the last step is to deliver to the customer and the orders will be returned because of Air Orchids mistakes only. It also found that there is a cost problem in supply chain management business orchid in terms of the delivery to customers because the operator does not have its own transportation system. It will use the shipping agent to deliver the goods to all customers and articles “The SCOR Model for Supply Chain Strategic Decisions” The model integrates business concepts of process re-engineering, benchmarking, and measurement into its framework. This framework focuses on five areas of the supply chain: plan, source, make, deliver, and return. These areas repeat again and again along the supply chain.

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