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## RESEARCH PAPER

# An analysis of supply chain of tomato from farm to retail outlets for spencers retail outlets in Bangalore city

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### ABSTRACT

Tomato is the most important vegetable crop next to potato in India. India stands fourth in production of tomatoes in the world. The Spencers Retail Limited is a R.P. Goenka owned private limited company with operations in across the country. The company has 125 retail outlets and the turnover of retail operation is around Rs. 2000 crores of which fruits and vegetables had an important share of Rs. 200 crores. Tomato is one of the important vegetables with a good turnover. The tomatoes are currently procured through a consolidation centre located in the Hoskote taluk of Bangalore rural district. The consolidation centre procures the tomato from the identified and approved vendor and perform some primary processing functions like grading, packing before the tomato are transported to retail outlets in Bangalore. In the recent times, there was a procurement and supply chain problem in tomato at the retail end leading to wastages and rejection by the consumers. In this study, some of the strategies suggested to the sponsoring company related direct procurement of tomato by the vendor, training the labour for grading and packing. Tomato growers in other areas can also be organized as tomato growers association to further enhance physical and information flow between producer and consumer.

**KEY WORDS :** Supply chain, Retail, Consolidation centre, Procurement, Price spread

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