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A CASE STUDY

Supply chain management under fuzzy logic approach

■ D.S. JADHAV AND V.H. BAJAJ

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ABSTRACT

Today's business has globalised environment and more severe competition, heightened customer expectation technological impact and geopolitical factors and so on. The coordination and integration of key business activities undertaken by an enterprise, from the procurement of raw materials to the distribution of the finished goods to the customer, concern supply chain (SC) planning process. This paper describes a Fuzzy logic control for deriving customer requirements and reduces the costs to manage the performance of SC. The projected scheme based on Fuzzy to be a feasible technique to help managers in the decision making of all the SC elements (*i.e.* suppliers, manufacturers, warehouses, transporters, retailers etc). In particular, we focus on the way in which our agencies purchases components using a mixed procurement strategy and how it sets its prices according to the prevailing market conditions. In this paper, it has been observed the effect of giving a priority to the variables Linguistic terms.

KEY WORDS : Supply chain management, Membership function, Fuzzy logic approach

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MEMBERS OF THE RESEARCH FORUM

Correspondence to:

D.S. JADHAV, Department of Statistics, Dr. Babasaheb Ambedkar Marathwada University, AURANGABAD (M.S.) INDIA
Email: ghanajijadhav757@gmail.com

Authors' affiliations:

V.H. BAJAJ, Department of Statistics, Dr. Babasaheb Ambedkar Marathwada University, AURANGABAD (M.S.) INDIA
Email: vhbajaj@gmail.com