



**Final Report (Version 06)
on**

Designing and Developing Joyeeta's Supply – Chain Network Management System

Reference: PS 8.17

Prepared By:

Javed Niaj Mohsin, Consultant

Submission Date: 23rd July 2023

Capacity Development of Joyeeta Foundation Project

Joyeeta Foundation

Ministry of Women & Child Affairs

Date: July 23, 2023

To

Mr Shaikh Muhammad Refat Ali
Project Director (Deputy Secretary)
Joyeeta Foundation (JF), Ministry of Women and Child Affairs
Concord Royal Court (6th Floor), House # 40, Road # 27 (Old), Dhanmondi, Dhaka,
Bangladesh. M: +8801912810784, E: pdcapdevjif@gmail.com, joyeeta.cbp@gmail.com

Subject: Consultancy service for Designing and Developing Joyeeta's Supply-Chain
Network Management System (PS 8.17)

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Dear Sir,

Assalamualaikum,

Hope you are doing well. I am pleased to submit the final report (version 06) incorporating all the comment solutions, as per following the instructions to prepare the final report (version 06), instructions received recently over mobile communication, and final report analysis emails in regard to the above-referenced contract, please check the attached files as "fin. rep. (v6) 23072023 FINAL". For this purpose, I am pleased to provide the information furnished below:

Name of the Consultant: Engr. Javed Niaj Mohsin, PMP ®, CEM, SM/IEEE, F/IEB (Life)

Taxpayer Identification Number: 770930395260

BIN: 005377873-0101 (Old BIN: 002863718-0402, 17081030103)

A/C Name: Javed Niaj Mohsin, Account Number: 1031010035954

Bank Name: Dutch – Bangla Bank Limited Branch Name: Banani,

Address: Golden Dream, House # 87 (2nd Floor), Road # 02, Block – A, Bashundhara R/A,



Dhaka – 1229, Bangladesh, O: +8809643751453, M: +8801711051453

E: eng.javed.niajmohsin@ieee.org, janimhtechnicalsolution@gmail.com

Web: <http://www.janimhtechnicalsolution.com/>

I am pleased to provide the following annexes containing the information mentioned in the contract.

Attachment:

I. Final Report (Version 06)

Sincerely yours,



Engr. Javed Niaj Mohsin, PMP ®, CEM, SM/IEEE, F/IEB (Life)

Consultant, Joyeeta Foundation, Ministry of Women & Children

Proprietor, Janimh Technical Solution



Joyeeta's Supply-Chain Network Management System



Ziajshin

Table of Contents

Executive Summary	6
1.0 Introduction.....	9
1.1 Background of the study	10
1.2 Purpose of the study	10
1.3 Objectives of the study	11
2.0 Literature review	11
2.1 Women's Entrepreneur Association in supply chain.....	12
2.2 Professional opportunities	13
2.3 Model for the supply chain	13
2.4 Importance of Supply Chain Management.....	13
2.5 Role of SCM in JF's Operations.....	13
3.0 Methodology	14
3.1 Desk reviews analyse data.....	15
3.2 Qualitative data	15
3.3 Limitations of the Study	16
4.0 Key Findings.....	17
4.1 Organizational Analysis	16
4.2 JF in the Model of Supply Chain	16
4.3 Components of SCM.....	20
5.0 Analysis.....	21
6.0 Supply Chain Management Network System of JF.....	23
6.1 Preamble.....	23
6.2 Supply Chain Management Network Strategies	23
7.0 Conclusion	25
8.0 References.....	26



Acronyms

AI	Artificial Intelligence
AIT	Advance Income Tax
BBS	Bangladesh Bureau of Statistics
CBJF	Capacity Building of Joyeeta Foundation Project
DITF	Dhaka International Trade Fair
DWA	Department of Women's Affairs
GoB	Government of Bangladesh
IOT	The Internet of Things
IWE	Individual Women Entrepreneur
JBK	Joyeeta Biponon Kendra
JF	Joyeeta Foundation
KPI	Key Performance Indicator
MOA	Memorandum of Association
MoWCA	Ministry of Women and Child Affairs
PM	Prime Minister
SCM	Supply Chain Management
SCV	Supply Chain Visibility
SWOT	Strength Weakness Opportunity & Threat
VAT	Value Added Tax
WE	Women Entrepreneurs
WEA	Women Entrepreneur Association



Executive Summary

The Joyeeta Foundation is a non-profit organization that aims to ensure economic empowerment of women. The organization aims to support women entrepreneurs at every aspect like skill development, investment and sales promotion etc. Hence it looks for a sophisticated supply-chain network management system. In today's worldwide and linked world, supply chain management (SCM) is essential to the profitability and competitiveness of enterprises. From the procurement of raw materials through the shipment of finished items to the consumer, supply chain management covers the coordination and integration of several operations involving the movement of commodities, services, information, and funds.

Considering the operational efficiency of JF and need for technological adoption, collaboration and integration, risk management and long-term sustainability, a supply chain network management system is developed.

JF supply chain management optimises efficiency, customer satisfaction and reduces costs and delays. Suppliers, manufacturers, distributors, retailers, and others must collaborate. The findings indicate several areas that require attention and improvement to meet customer expectations, enhance operational efficiency, and promote sustainability. The recommendations provided offer specific actions to address these challenges and optimize the supply chain for the JF. Customer expectations have increased, necessitating the need for streamlined supply chains that can deliver speed, customization, and consistency across channels. Inventory management is identified as a crucial area for improvement, as overstocking and stockouts pose significant problems. Overstocking results in increased storage costs and potential losses, while stockouts lead to customer dissatisfaction and missed sales opportunities. Effective inventory management procedures are recommended to mitigate these issues. Supply chain visibility is another challenge for the JF, making it difficult to make informed decisions and coordinate activities. Timely access to information on stock levels, and customer demand is vital for effective supply chain management. Strengthening supplier relationships is also crucial for a reliable supply chain. Coordinating with vendors, negotiating fair prices, and managing risks should be prioritized. Exploring the model of Craft Zone at Rapa Plaza for all business dealings can provide insights into improving supplier relationships. Sustainable practises may boost the JF's reputation and cut costs. Several suggestions address these issues and optimise the supply chain. These include conducting a needs assessment to identify the specific needs of JF supported women entrepreneurs, providing supply chain management training, mapping supply networks, assisting in supplier development, addressing



inventory management challenges, enhancing logistics and distribution strategies, adopting technology tools, fostering collaboration and networking, establishing monitoring and evaluation frameworks, and promoting continuous learning. These suggestions will help JF to satisfy consumer expectations, improve efficiency, promote sustainability, and assist women businesses. JF can optimise its supply chain operations and create sustainable development to support women entrepreneurs by prioritising these activities.

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1.0 Introduction



Figure 1: The logo of the Joyeeta Foundation

Source: Joyeeta Foundation (2023)

When helping disadvantaged areas, the Joyeeta Foundation (JF) knows that a solid supply-chain network management system is crucial. Therefore, JF aims to establish a strong supply-chain network management system that includes inventory management, logistics coordination, and cooperation with affiliated organizations. This approach has been designed to distribute funds quickly and reasonably to have the most significant effect on the intended areas. Data-driven decision-making is a central tenet of the supply network management system. In order to allocate resources effectively and anticipate future requirements, the JF uses technology to gather and analyze essential data. Thanks to this data-driven strategy, the organization can streamline its processes, cut down on unnecessary expenses, and tackle new threats with confidence. Thanks to the supply network management system, government agencies, NGOs, and community groups may all work together more effectively. Here, the JF's goal is to establish a network of support that can quickly and effectively respond to emergencies and continuing needs by developing relationships and pooling resources. The JF has greatly

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improved the lives of those in underprivileged areas. The organization aims to reduce suffering, boost outcomes, and give people and communities more agency by facilitating the effective distribution of available resources (Ferdaus et al., 2023).

To sum up, the JF's supply network management system is a crucial cog in the wheel that gets the necessary goods to the people who need them. The foundation's goal is to improve the quality of life for underserved groups by using statistics to inform decisions, encouraging cooperation among stakeholders, and prioritising long-term viability.

1.1 Background of the Joyeeta

A government-funded pilot programme called "JOYEETA" was launched in November 2011 by the Department of Women's Affairs (DWA), which the Ministry of Women and Child Affairs supervises. The original timeframe was for three years. Soon after the programme began, the Department of Women's Affairs introduced a new initiative named "Joyeeta Anneshan Bangladesh" to spread the "Joyeeta" dream of women's independence across Bangladesh.

At first, a marketing infrastructure that was more welcoming to women was established in Dhaka so that local women business owners could bring their wares to market. As time passed, a separate, nonprofit organisation called the "Joyeeta Foundation" was set up to run the programme independently of the Ministry of Women and Child Affairs.

Joyeeta is a platform where women business owners may interact with customers directly with the supply chain. Joyeeta is a platform where women business owners may interact with customers directly with the supply chain. To help women entrepreneurs succeed, JF equips them with the tools they need to run a successful business. Sometimes they even help out with soft loans. The JF aids with enhancing Joyeeta's brand value by regulating the quality of sellable items and services. Joyeeta is the brand name under which the association's female businesswomen sell their wares from booths in a shared space.

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1.2 Purpose of the Assignment

The assignment aims for JF supply chain management reports on how to aid strategic planning and management. It supports strategic planning, data-driven decision-making, and managerial insights. The research pinpoints supply chain improvements to boost performance and efficiency. The report helps managers make educated decisions by offering cost management, risk mitigation, supplier selection, and process improvement data and analysis. The report also supports supply chain continuous improvement, optimisation, and performance benchmarking (Chopra, 2020). It informs management, employees, consumers, and suppliers about supply chain performance, fostering openness and responsibility. The report also assures compliance with legal regulations, industry standards, and ethical practices to protect the company's brand. It provides supplier assessment, selection, and relationship management data and insights. The report supports supply chain accountability and efficiency by transparentizing essential metrics and performance indicators. The assignment seeks to improve customer service, contentment, and loyalty by identifying areas for improvement. It guarantees that the supply chain supports the company's goal and vision.

1.3 Objectives of the Assignment

- 1) Assess and analyse supply chain performance to determine its strengths, flaws, and development opportunities for JF.
- 2) To know the goal of cost optimisation and how to maximise it.
- 3) Knowing the supply chain risk management entails locating dangers and developing plans to eliminate them for JF.
- 4) To determine how well your suppliers are doing and how JF might help them.
- 5) Using sustainable and ethical practices to know the supply chain's environmental and social effects.
- 6) Find the stumbling blocks, the inefficiencies, and the room for growth in JF, process them, and then fix them.

2.0 Literature Review

Article 28 (2) of the constitution of Bangladesh states, "Women shall have equal rights with men in all spheres of state and of public life." JF continued its work towards economic independence for women in response to the directives from the Prime Minister. JF became a nonprofit organisation in 2013 by registering under the Society Act and starting operations with



a Board of Governors. In response to consumer demand, several WEAs and IWEs in Dhanmondi's Rapa Plaza have begun using the Joyeeta market platform for manufacturing and selling their wares (Pitceathly et al., 2021).

Building of the 12-storeyed Joyeeta Tower at Dhanmondi, Dhaka began in April of 2018 under Joyeeta Tower Construction Project. It is expected to be finished in the year 2023. The goal of the BDT 169 crore GoB-funded initiative is to centralise the JF's operations and management. The tower will have multi-business facilities like Joyeeta business outlet, food court, café, mini auditorium, seminar hall, gymnasium, swimming pool, beauty parlour, design centre, training centre and day care centre, JF's Head office and many others. The tower is designed to be a business hub for the women entrepreneurs.

JF has taken the initiative to increase its division-level operations by acquisition of land at Chattogram, Rajshahi, Khulna, Barishal, Rangpur, Sylhet and Mymensingh for Joyeeta tower to maintain its forward momentum. Another project on capacity building of Joyeeta Foundation is running side by side to provide training to the employees and women entrepreneurs, forming revolving capital support fund, developing strategies, policies and action plan etc to smoothen the functioning of JF. The supply-chain network system is also being developed under the CBJF project.

2.1 Women's Entrepreneur Association in Supply Chain

According to Clifford Defee et al. (2010), JF need to follow several steps of supply chain to be better equipped to empower women to support themselves economically and socially via training and capacity building for women. To encourage entrepreneurship and empower women, JF strives to provide an inclusive community. According to the degree of participation, WEA members and IWEs are entitled to receive sales profit after giving a service charge to JF and VAT & AIT to GoB. JF thinks that women entrepreneurs would do better in a competitive market if they take the time to identify SWOT and resolve challenges of their business. The method will help women entrepreneurs correctly pinpoint where assistance is needed. To that aim, JF will work hard on developing and designing the supply-chain network system to meet the demands of enterprises while keeping costs to a minimum.



2.2 Professional Opportunities

In response to consumer demand, JF should look for expanding into novel industries and encourage the participation of women in cutting-edge fields (Li, 2021). It is intended that women entrepreneurs would band together over time to create an enabling business climate for them. Consequently, WEAs and IWEs enlisted under the JF will have access to professional opportunities and a secure financial future. Women's economic independence across the country will be achieved through this method.

After formally launching Joyeeta, the Hon'ble Prime Minister of Bangladesh, Sheikh Hasina, made the spontaneous and visionary promise that the programme would be rolled out across the country to create a distinct marketing network catering to women. The Joyeeta initiative's creators think their programme is one of a kind and well suited to the culture of Bangladesh since it helps women gain economic independence and so more fully participate in society.

2.3 Model for the Supply Chain

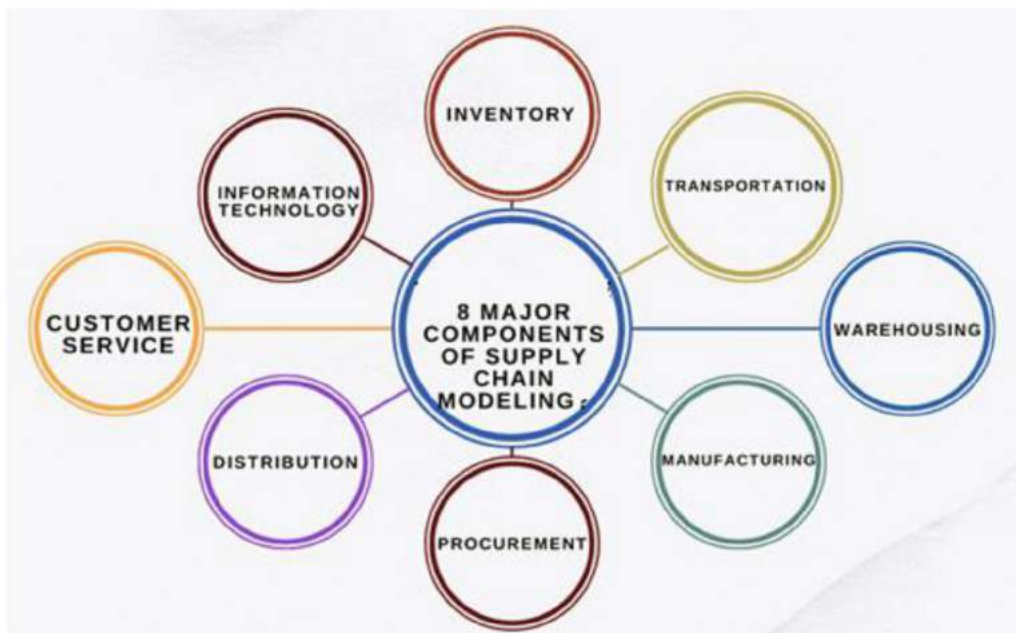


Figure 2: Supply chain model

Source: Edureka (2022)

A supply chain consists of all parties involved, directly or indirectly, in fulfilling a customer request. The supply chain includes not only the manufacturer and suppliers, but also transporters, warehouses, retailers, and even customers themselves. Each stage in a supply

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chain is connected through the flow of products, information, and funds. These flows frequently go both ways and may be controlled by a stage or an intermediary. The process of acquiring raw materials adheres to a certain supply chain that takes into account the time and money needed to transport raw materials from their point of origin to their makers. Consumer items are polished at manufacturers before being displayed in retailers by WEAs and IWEs.

2.4 Importance of Supply Chain Management

In today's globally interconnected world, effective supply chain management (SCM) is crucial for the profitability and competitiveness of enterprises. SCM involves the coordination and integration of various operations, encompassing the procurement of raw materials, production processes, distribution, and delivery of finished goods to the end consumer. A well-functioning SCM system ensures the smooth flow of commodities, services, information, and funds, thereby optimizing resource utilization and enhancing customer satisfaction.

2.5 Role of SCM in JF's Operations

The JF recognizes the significance of a robust supply chain management system in achieving its objectives. By implementing a sophisticated SCM system, the foundation aims to streamline the collection, storage, and dispersal of necessities, such as food, medicine, and other consumables. A well-designed supply chain network enables efficient resource allocation, minimizes wastage, and ensures timely delivery to areas in need. This enhances the foundation's ability to provide aid effectively and sustainably.

3.0 Methodology

The methodology is the practical "how" of any assignment. As a consultant, it is always important to carefully plan research to produce valid and trustworthy outcomes that meet assignment goals and scopes. This report works on mostly secondary data with qualitative and quantitative data.

The report and case study are prepared by following questionnaires. JF data from the previous year's publications, books, MOA, leaflets, brochures, official website, and meeting minutes are examined. Data is collected by visiting the Joyeeta Crafts Zone, Food Court, Biponon Kendra or Sales Centre, JF office and Rapa Plaza in Dhanmondi for evaluation. Data gathering follows the entrepreneur's case study preparation questionnaires, focus group discussions, and JF team.



3.1 Desk reviews analyse data

Secondary data for supply chain management are analysed and interpreted. Secondary data approach for supply chain management research includes:

1. Define study Objectives: Tried to specify the study goals and analyse supply chain performance, trends, and the effects of certain related elements.

2. Identify Data Sources: Secondary data sources are mostly chosen for research. Publicly available sources include reports, industry databases, government statistics, trade publications, and university papers. I make sure the data meets my study goals.

3. Data Collection: Gathered secondary data based on the study goals. Online databases, literature reviews, and reliable reports are used. Data quality, consistency, and completeness matter.

4. Data Cleaning and Validation: Clean and verify obtained data. Check for missing numbers, outliers, inconsistencies, and data input problems. Remove or update any data points that might compromise my analysis.

5. Data Analysis: Analysed secondary data for insights. Depending on the data and study goals, this entail statistical, data mining, or qualitative analysis. Descriptive statistics and content analysis are used as standard methods.

6. Interpretation and Results: Tried to find significant results and patterns that meet the study goals. Visualisations help explain and support my results.

7. Validation and Reliability: Findings are compared to accepted ideas, existing studies, or industry benchmarks. Discussed secondary data limitations and biases openly. Here they provide data for JF Supply Chain Management (SCM). It oversees the production, procurement, and distribution of commodities and services from origin to consumption. SCM involves turning raw resources into completed goods and distributing them to clients.

3.2 Qualitative Data

Qualitative data in supply chain management helps understand the JF supply chain management context, perspectives, and underlying variables that drive operations, giving significant insights into the subjective parts of the supply chain. I have tried to mention some remarkable instances of qualitative data that are utilised to learn more about the supply chain,



such as customer comments, interviews with employees, and assessments of vendors. In order to discover recurring themes, topics, and trends, qualitative data must be interpreted and organised. Comparatively, the thematic analysis aims to find and examine recurrent themes within qualitative data, whereas content analysis examines the data's substance methodically. Another method for breaking down qualitative material into manageable chunks is coding. Supply chain managers of JF can make better decisions to improve supply chain performance by gaining insights into customer preferences and satisfaction levels, identifying areas for improvement in supplier relationships, discovering challenges and opportunities within the supply chain, and so on.

3.3 Limitations of the Study

At the Joyeeta Crafts Zone, Joyeeta Food Court, and Joyeeta Biponon Kendra at the Rapa Plaza, Dhanmondi, Dhaka region, JF maintains their working methods into a platform with numerous items created by women entrepreneurs. They have always maintained their method for managing the supply chain (Pitceathly et al., 2023). The WEs make effort to manage the production chain by itself. Currently, the documentation works are being kept for internal JF use only. This discrepancy has been uncovered through the research. Meeting with WE for field data collection is necessary since JF is not keeping any supply chain-related documents around its premises. Most IWE WEAs are unresponsive to the supply chain systems improvement because they are unaware of the benefits of information exchange and do not comprehend the development themes in the JF supply chain management-related assignment. Multiple talks and primarily verbal interactions with the Joyeeta supply chain team and data gathered and produced the report, allowing us to overcome the preliminary hurdles.

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4.0 Key Findings

4.1 Organizational Analysis

1. The JF, a government-run organization in Bangladesh, aims to raise living standards in impoverished regions and support female business owners. The foundation operates under the Societies Registration Act XXI of 1860 and was established in November 2011.
2. Key part of the mission of JF is: empowering women economically, following a preferential approach towards women, by the ways of developing dedicated value chains centering on women-friendly marketing networks, from rural to urban, from production to marketing, through commercially employing women in different phases of the chain by building their capacity. To achieve this mission, development and implementation of supply chain network management system is required.
3. Currently, 139 stalls at Rapa Plaza in Dhanmondi, Dhaka, have been assigned to 180 registered WEAs from across the nation. Both directly and indirectly, there are around 14,000 women involved. The CBJF project targets to rise the number to 28,000. There are potential women entrepreneurs in the country who are likely to be under the umbrella of JF. Therefore, the number should be considered while bringing the IWEs and WEAs under the supply chain network management system.
4. Currently, the women entrepreneurs of JF are engaged mainly in fashion and garment, food (both dry and wet), handicrafts industry. They are engaged in SME with dress, boutique, jute-made product, clay-based product, wooden product etc. They are also engaged in small scale in service-based businesses like beautification, day-care etc. There are scope for freelancing at ICT sector, agriculture sector etc. The location of the women entrepreneurs is at different districts of Bangladesh. But the key selling point is the Joyeeta outlet at Dhaka and e-joyeeta platform. As JF tower, Dhaka is almost finished and JF has already registered land at 7 other divisions, the location is likely to be more spread countrywide.
5. Current target market is specific for specific product and business. But it is mostly domestic market. There is scope for extending the market internationally. In the interconnected world, supply chain management plays a critical role in the profitability and competitiveness of enterprises. The JF recognizes the importance of a well-functioning supply chain management system to optimize resource utilization and enhance aid delivery.



4.2 JF in the Model of Supply Chain

1. The supply chain model of JF includes the manufacturer, suppliers, transporters, retailers, and even customers themselves. Warehouses like activities or total inventory management activities are absent at this moment. But it will be required when JF will shift its business activities in Joyeeta Tower.
2. Women business owners often work from home to manufacture their unique wares. The IWE and WEA are both JF members. They are involved in production or manufacturing, product supply or distribution and marketing, sometime individually and sometime in a group. They are creative enough to plan the design. They are also methodical enough to have a consistent internal supply chain, allowing them to bring their products based on original ideas.
3. The business owners shall be spending everything they can to guarantee top quality for customers at Joyeeta Crafts Zone (Shaha, 2023). After passing an internal quality assurance test at IWE, WEA brings its items to the JF platform. JF looks over the quality assurance process in place. The JF team sets up a shop in the arts and crafts zone.
4. JF has floor in-charge, supervisor, POS operator and other employees on the floor to ensure that all its clients get good service when they buy anything. IWEs and WEAs also work in the Joyeeta Food Court, providing clients with innovative services while ensuring the highest possible food quality. The entire JF team is keeping an eye on the platform's product and service quality.
5. By strictly following procedure, the JF team can keep their supply chain running smoothly. All IWE and WEA products and services have their official stamp of approval. At Joyeeta Biponon Kendra, business owners stock various goods for sale. The goods that they are making on their own initiative.
6. The procurement of raw materials follows a specific supply chain that considers the time and money required to get raw materials from their origin to their manufacturers. Manufacturers are where business owners polish consumer goods before displaying them in stores. The scenario is not the same for the potential women entrepreneurs who are not under the umbrella of JF but likely to be involved in the future.
7. The objective of every supply chain should be to maximize the overall value generated. The value (also known as supply chain surplus) a supply chain generates is the difference between what the value of the final product is to the customer and the costs the supply chain incurs in filling the customer's request.



$$\text{Supply Chain Surplus} = \text{Customer Value} - \text{Supply Chain Cost}$$

8. The value of the final product may vary for each customer and can be estimated by the maximum amount the customer is willing to pay for it. The difference between the value of the product and its price remains with the customer as consumer surplus. The rest of the supply chain surplus becomes supply chain profitability, the difference between the revenue generated from the customer and the overall cost across the supply chain. For example, a customer purchasing a dress from Joyeeta Biponon Kendra pays BDT 1,200, which represents the revenue the supply chain receives. Customers who purchase the dress clearly value it at or above BDT 1,200. Thus, part of the supply chain surplus is left with the customer as consumer surplus. The rest stays with the supply chain as profit.



Figure 3: Supply chain management flow for international business

Source: Team Recurrency (2023)

9. JF's supply chain management (SCM) is a sophisticated process that coordinates and manages all operations in producing and delivering client products and services (Simchi-Levi, 2020). Supply chain management methodologies may optimise operations, save costs, and increase customer satisfaction.



Figure 4: Supply chain management flow
Source: Netsoft (2022)

4.3 Components of SCM

1. Consumers Expectations

Consumers now expect more from businesses in terms of speed of service, customization of products and services, and consistency across all channels. As a result, business people are under increased pressure to streamline their supply chains to satisfy customer demand for the JF.

2. Inventory Management

Overstocking and stockouts are two common problems in retail, and they're problems that the JF could use some help with. The term "overstocking" is used to describe when a business entity keeps more goods on hand than are really needed to fulfil consumer demand. In contrast, stockouts happen when a company suddenly doesn't have enough of a given product on hand to complete all of the requests it has received from customers. There are a number of drawbacks caused by overstocking in JF's inventory management system. First, when JF has more inventory than it needs, it must pay more to store and manage the surplus stock. The added expense of storing goods may have a major influence on JF's bottom line. Furthermore, surplus stock runs the risk of becoming old or stale, which might lead to losses through depreciation or obsolescence. Unsold inventory can have a compounding effect on the company's bottom line because of depreciation. On the flip side, stockouts might have a negative impact on JF's

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business operations. Customers' discontent and aggravation levels rise when they are unable to buy the products, they want because of stockouts. For JF, this might mean foregone money and lost sales chances. Repeated stockouts can damage JF's reputation and cause consumers to shift elsewhere for their needs to be met. Overstocking and stockouts are costing the JF money and perhaps alienating its consumers at their retail outlets. If JF wants to maximise stock levels, boost customer happiness, and increase operational efficiency, it must use excellent inventory management procedures.

3. Supply Chain Visibility (SCV)

The lack of supply chain visibility (SCV) makes it difficult to make informed decisions and coordinate activities. Retailers often have difficulty collecting timely information such as stock levels, shipping status, and customer demand for JF.

4. Supplier Relationships

A dependable supply chain relies on the connections established and maintained with its suppliers for the JF. However, some stores have trouble coordinating with their vendors, negotiating fair prices, and mitigating potential dangers. The Craft Zone is launched in Joyeeta outlet at Rapa Plaza in Dhanmondi. Independent Women Entrepreneurs (IWEs) and Women Entrepreneurs Associations (WEAs) from all over the country may send their product in the craft zone for sale. Moreover, there are opportunities to sell their products in the e-joyeeta platform. The suppliers of products in the crafts zone receive their sales price from JF through banking system via electronic transfer within five business days of the following month. It's possible that JF may adopt this tactic for all of his business dealings in the future.

5. Sustainability

Supply chain management is beginning to place a greater emphasis on sustainability. More and more stores are prioritising eco-friendly policies, including cutting down on carbon emissions, improving packaging, and stocking only products made in a socially and ecologically responsible manner for JF.

5.0 Analysis

1. Operational Efficiency

One way to exceed customer expectations and cut costs is to increase operational efficiency through better inventory management, demand forecasting, and order fulfilment for the JF (Pitceathly et al., 2023). At present, JF's inventory is not professionally managed. The women entrepreneurs are not even familiar with inventory management. They lack financial literacy.



It results in either loss or decrease in profit. IWEs and WEAs do not follow any accounting system too. JF should focus on research unit to address demand variations, lead times, and storage limits etc.

2. Technology Adoption

JF using cutting-edge tools like IoT, AI, and blockchain may boost supply chain transparency, allow for data-driven decisions, and increase productivity. The JF is exhibiting in the largest international trade show in Bangladesh, which is being held in Dhaka. Three-piece sets, clothes, handicrafts, pickles, chocolates, etc. are on sale at the 31 booths put up in pavilion No. 6 by the JF, an initiative to assist women's initiatives and financially empower women. The reporter for the Dhaka Tribune met with the company owners to learn about the difficulties they face (Abdullah, 2019). Despite receiving training from the Department of Women's Affairs at the Ministry of Women and Children's Affairs, the entrepreneurs say they lack financial support and have to acquire bank loans and finances on their own. Entrepreneur Nargis Masud remarked, "It was obviously a challenge for me in 1992, to start this work without security and support, but I have given and am giving my best effort to be successful."

3. Collaboration and Integration

Third, supply chain partners, including suppliers, logistics providers, and retailers for JF, can benefit from increased collaboration and integration to optimise operations, reduce lead times, and enhance responsiveness. JF supporting female entrepreneurs at DITF (Abdullah, 2019).

4. Risk Management

Anticipatory measures to manage risk, such as expanding the number of suppliers for the JF, creating backup plans, and keeping an eye on environmental and geopolitical variables, can lessen the impact of any interruptions in the supply chain. The primary goal of Joyeeta is to end poverty. The interested parties have been urged by Prime Minister Sheikh Hasina to increase the JF's financial capabilities as a specialised organisation. She delivered the instruction during a board of governors meeting for the JF held at her official house in Ganabhaban. Sheikh Hasina stressed the need of building the ability of women entrepreneurs at the grassroots level, according to Deputy Press Secretary of the Prime Minister KM Shakhawat Moon at a press briefing (Focus Bangla, May 26, 2019).



5. Sustainability Initiatives

Investment in sustainable practises and adopting environmentally friendly solutions not only aids in meeting consumer expectations but also boosts brand reputation and decreases long-term expenses, as discussed in the fifth initiative, sustainability efforts for JF.

6.0 Supply Chain Management Network System of JF

6.1 Preamble

There is significant room for improvement in cost reduction, performance enhancement, quality enhancement, adaptability, and risk management in the context of Businesses where JF is concerned. Determining which activities and actions should be carried out within the supply chain management framework is a crucial contributor to the gap between supply chain management's perceived and natural significance. This is particularly true for startups and medium-sized businesses. However, fast change and diversification, like consumer demands, might be a trend that impacts the JF platform. Supply chain differentiation, a modern supply chain management tool, meets this market need.

6.2 Supply Chain Management Network Strategies

A woman entrepreneurship foundation like the JF's supply chain management technique must consider women entrepreneurs' specific requirements and limitations. A foundation-specific supply chain management technique is given here:

1. Needs Assessment

- (a) JF should identify the foundation-supported women entrepreneurs' needs. Consider industry, product, location, and target market. Determine these entrepreneurs' supply chain management issues.
- (b) Need assessment of the aspirant but unregistered women entrepreneurs should be done using the mapping of artisans found under the handicrafts survey by BBS and CBJF project.
- (c) As good network design decisions increase supply chain profits, JF should also identify the facility roles, locations, and capacities and allocating markets to be served by different facilities. These decisions should define the physical constraints within which the network must be operated as market conditions change.



2. Capacity Building

- (a) JF should target supply chain management training for women's businesses. Examples include procurement, inventory management, logistics, distribution related trainings, workshops, seminars, and online tools.
- (b) JF should also provide training to its employees engaged with supply chain management.

3. Supply Chain Mapping

- (a) JF should map women entrepreneurs' product-based supply networks to understand their upstream and downstream operations. Find suppliers, manufacturers, distributors, and customers.
- (b) The mapping should reveal supply chain material, information, and financial flows.
- (c) As JF deals with many products and a large number of women entrepreneurs, JF should use common components across multiple products.

4. Inventory Management

- (a) JF should address demand variations, lead times, and storage limits in inventory management advice. As the women entrepreneurs are not oriented with this, they should be provided training to learn inventory management.
- (b) JF should ensure usage of mobile based software and apps to ease inventory management for the IWEs and WEAs and thus reduce inventory expenses and ensure supply availability.

5. Logistics and Distribution

- (a) JF should focus on creating effective logistics and distribution mechanism for the organization as well as for the IWEs and WEAs.
- (b) JF should select appropriate transportation options, optimising route planning, and partnering with logistics service providers can improve product delivery efficiency.

6. Technology Adoption

- (a) JF should also promote supply chain visibility (SCV) and efficiency through technology adoption. JF should introduce women entrepreneurs to supply chain management tools, inventory monitoring systems, and e-commerce platforms to boost operational efficiency and competitiveness.
- (b) JF should develop software and apps for every step of supply chain management and share it with the IWEs and WEAs.



7. Collaboration and Networking

- (a) JF should focus more on helping women entrepreneurs collaborate and assist each other.
- (b) JF should promote supply chain partnerships and alliances to address shared issues.
- (c) JF should develop a framework for making network design decisions. The goal of network design should be to maximize the supply chain's long-term profitability. The process will start by defining the supply chain strategy, which must be aligned with the competitive strategy of JF.
- (d) The supply chain strategy, regional demand, costs, infrastructure, and the competitive environment should be used to define a regional facility configuration for each division of Bangladesh. For eight divisions where facilities are to be located, potentially attractive sites should be then selected based on available infrastructure. The optimal configuration should be determined from the potential sites using demand, logistics cost, factor costs, and margins in different markets.

8. Monitoring and Evaluation

JF should create a framework to track supply chain management activities. Define cost, efficiency, quality, and customer satisfaction KPIs. Assess progress, find areas for improvement, and alter methods as needed.

9. Continuous Learning and Improvement

JF should encourage feedback, do periodic reviews, and remain up to speed on supply chain management trends and best practices. Assess and adjust the process to meet women entrepreneurs' changing demands.

The woman entrepreneurship foundation, like the Joyeeta, Foundation, can enable women entrepreneurs to optimise supply chain operations, improve competitiveness, and expand sustainably by using this supply chain management technique.

7.0 Conclusion

JF customer expectations, inventory management, supply chain visibility (SCV), supplier relationships, and sustainability are all highlighted as areas of difficulty for retail supply chain management (Beck, 2016). Improved operational efficiency, the use of cutting-edge technology, increased cooperation, and integrated supply chain operations are all areas that merchants should target in order to meet these problems and take advantage of these possibilities. Long-term success in the dynamic retail sector also requires prioritising proactive risk management and sustainability efforts.



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