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Professional Communication In Supply Chain Management Industry



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Logistics is essentially a planning orientation and framework that seeks to create a single plan for the flow of products and information through a business. Supply chain management builds upon this framework and seeks to achieve linkage and co-ordination between the processes of other entities in the pipeline, i.e. suppliers and customers, and the organization itself. Supply chain management is defined as the management of upstream and downstream relationships with suppliers and customers in order to deliver superior customer value at less cost to the supply chain as a whole and focus of supply chain management is upon the management of relationships in order to achieve a more profitable outcome for all parties in the chain. When we talk about communication in the supply chain, let's talk about inventory or stocks.

"Have you ever overstocked something just because someone said it's in high demand? What happened?" That exact behaviour happens in businesses too. A retailer hears that demand might rise, so they increase their order. The distributor sees that spike and panics, thinking there's a huge demand. Then the manufacturer ramps up production even if the actual consumer demand didn't increase that much. These types of behaviour is not giving positive value to the business, in fact, it will bring down the businesses as demand is forecast inaccurately. To cater for these issues, professional communication is the key answer.

Supply chain management of the different actors and activities within a supply chain is important to achieve a global system objective. The supply chain is usually composed of various activities that require interaction between the different supply chain members while sharing information and resources. When firms coordinate their supply chain, they have the ability to manage the overstock, minimize the lead times and deal with demand's uncertainty, which consequently enables more flexibility and improves the customer service level and this shows the importance of buyer-supplier relationships. If we fail to deliver good communication between buyers and suppliers, there will be fluctuations of demands/supplies and tendency of supply disruptions. It could lead to uncertainties and to avoid all this, good communication is essential.

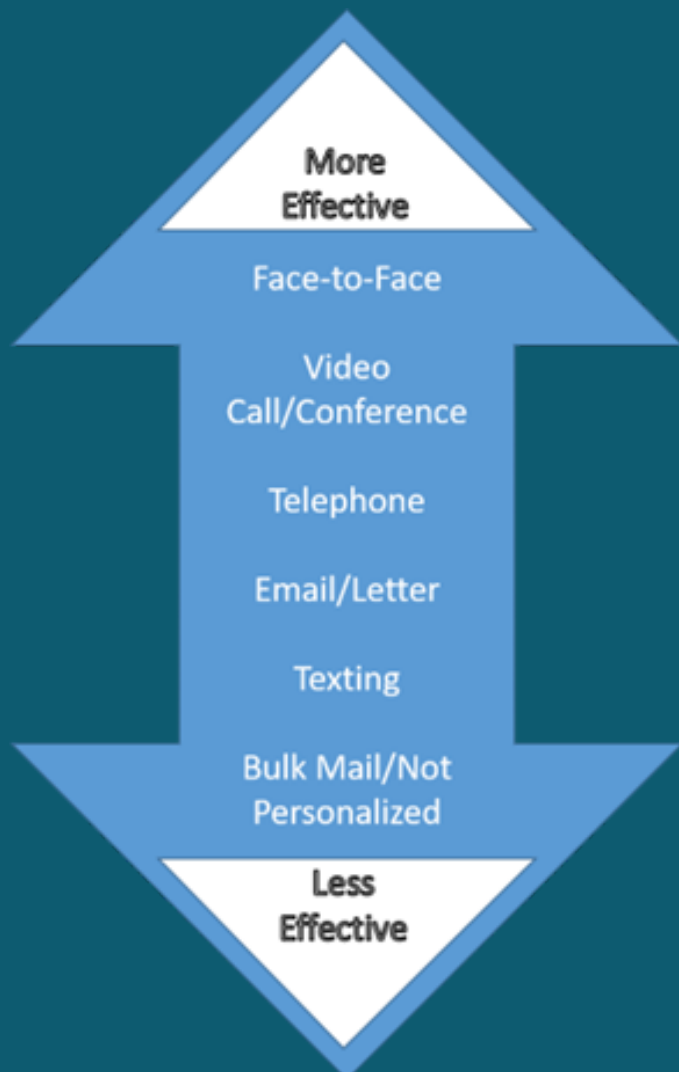
How do we establish good communication?

There are so many ways to establish good communication but, in this article, we focus on six aspects first.

- Establish clear communication channels as channels are the foundation channels through which they can share information, updates, and changes.
- email, phone, or online collaboration platforms, as well as informal channels for quick and informal exchanges



- define communication protocols by outline how information should be shared, who should be communicated with, and the frequency and format of communication.
- foster open and transparent communication by fostering a culture where stakeholders are encouraged to communicate openly and honestly, and where information is shared transparently and stakeholders should feel comfortable sharing information, raising concerns, and providing feedback.



- Use technology to facilitate communication: Use numerous tools and platforms available, such as supply chain management software, collaboration tools, and real-time tracking systems, that can help streamline communication and enable stakeholders to share information efficiently for example a cloud-based collaboration platform can enable real-time communication and document sharing, making it easier for stakeholders to collaborate and share information.

- Established clear roles and responsibilities: Identify who is responsible for sharing information, who needs to be notified of changes, and who is accountable for problem-solving and issue resolution. Ensures that communication flows smoothly and that everyone understands their responsibilities, reducing ambiguity and miscommunication and it also helps stakeholders know who to approach for specific communication needs.

In conclusion, the value of effective communication in supply chains cannot be reinforced enough. Integrating effective communication techniques will help develop strong supplier relationships by promoting trust, improving risk management, and supporting long-term goals.

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