**Foreword**

It is with great pleasure that I write this foreword for the book, Strategic Supply Chain Management in the Retail Industry. I want to congratulate the editors, Dr. Narasimha Kamath and Swapnil Saurav, for compiling this impressive volume. This book is well researched and should appeal to both academicians and practitioners.

Retail is one of the largest industries in the world in terms of size and the number of people employed. It is also one of the classic industries of interest from the supply chain management perspective and for every facet of supply chain – from sourcing to selling it to a customer. The retail industry has pioneered many breakthrough supply chain concepts such as, cross docking, vendor managed inventory (VMI), and so on. Leading retailers like Walmart, Zara, and Amazon bring in supply chain innovations regularly to challenge age old supply chain beliefs. Whether we are talking about a physical retail store or virtual store, the supply chain model is driven by the demands of the end consumer.

As the global business landscape continues to evolve, new challenges and opportunities emerge. New competitors are entering the market daily and aggressively, with business models which change the rules of the game. Product life cycles are getting shorter. Customers are more demanding, and their expectations now extend beyond cost and service to include ethical, environmental, and sustainability concerns. This complex and fast changing environment puts new demands on supply chains, as companies seek ways not just to manage change, but also to use their supply chains as a source of competitive advantage. Those that succeed are thinking far beyond their organizational boundaries. They are optimizing their supply chains from end to end, and are continuously finding new ways to collaborate with both suppliers and customers. The innovations, lessons in practice, and new technological solutions in managing retail supply chains are not just important in retailing, but crucial in the ultimate effective management of the complete supply chain model.

The distinguishing feature of the book is that it covers different aspects of retail supply chains along with a special focus on different retail categories and retail formats, and their operations. I believe that this book will appeal to academicians and practitioners across domains. I again congratulate the editors for their effort in bringing out this volume.

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Ranjan Banerjee leads the SPJIMR Institute, one of India’s top business schools. He has worked for leading FMCG companies like Asian Paints, Vadilal, and Hindustan Unilever. He also held the position as the Group COO of Insta Worldwide. Dr. Banerjee consults for leading Indian and multinational companies such as, BASF, Legrand, Vodafone, AXA, Philips, Madura Garments, and so on. His last assignment is as the Founder & CEO of Renaissance. Strategic Consultants. Dr. Banerjee holds a B.Tech. from IIT Bombay, an MBA from IIM Calcutta, and a Ph.D. in Management from the Carlson School of Management, University of Minnesota, USA. For the past 19 years, he has been teaching courses on Marketing, Strategy, Behavioural Economics, Innovation, and so on, at leading Indian and international institutes such as, IIM Calcutta, Great Lakes, Symbiosis, IIT-SOM, Singapore Management University, and Carlson School of Management, USA.