



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

SUPPLY CHAIN ANALYTICS

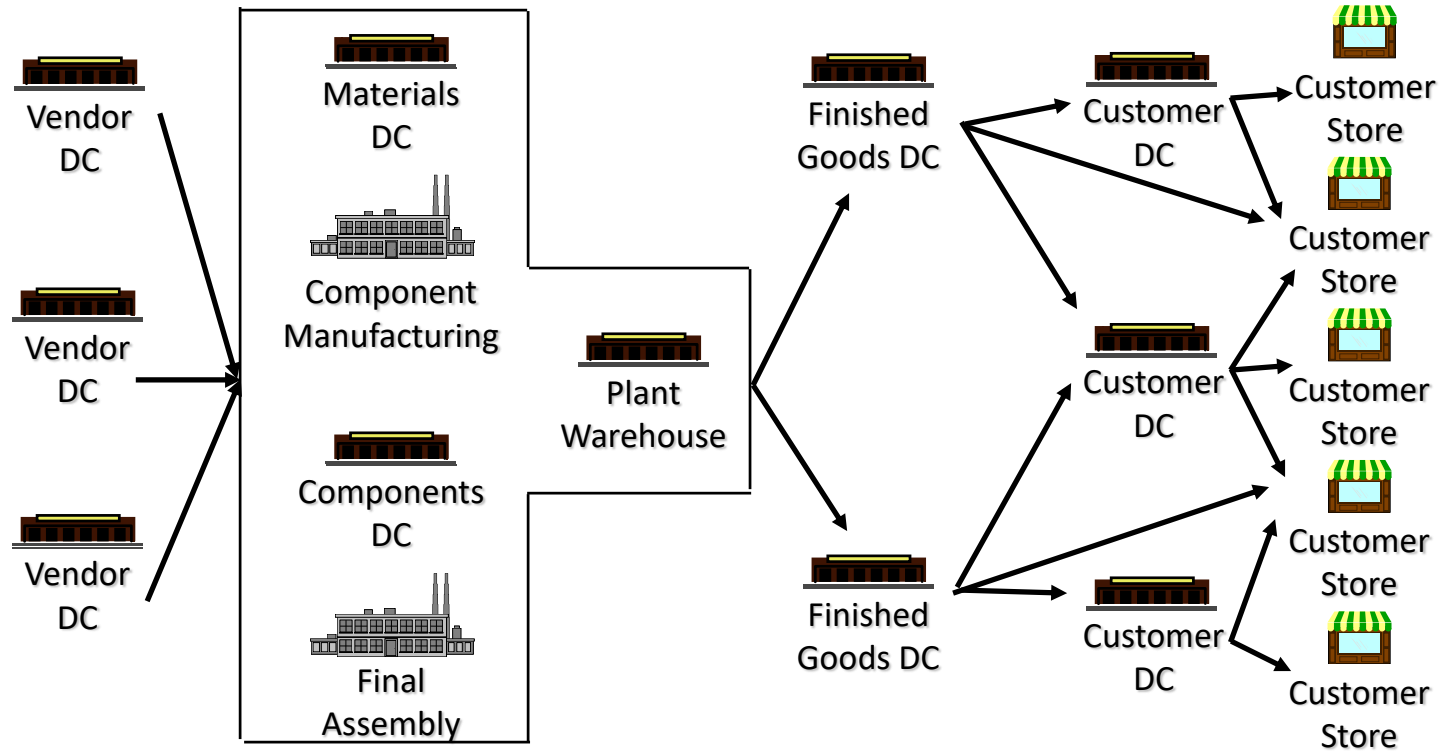
Alternative channels of Distribution

Dr. RAJAT AGRAWAL

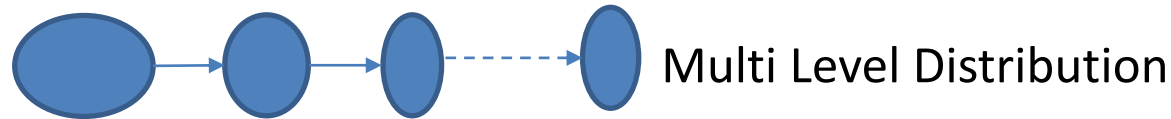
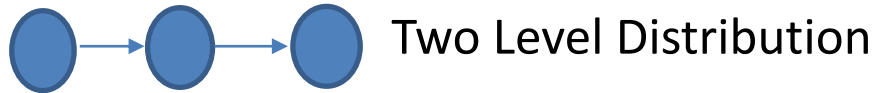
DEPARTMENT OF MANAGEMENT STUDIES



Conventional Network



Different Types of Network Design



Factors affecting choice of Distribution Network

- Unit price (value) of the product
- Weight Vs volume ratio
- Nature of product with respect to perishability
- Push Vs Pull Processes



Network Design for Services

- Services are highly perishable products.
- Services cannot be inventorized.
- Mostly Direct Distribution is suitable for services.
- Multiple facilities can provide same role in supply chains of services.



A Hospital Chain – as an example of service supply chain

- Locating Hospitals at different cities for OPD and certain basic treatment facilities
- Aggregating certain facilities like treatments requiring super specialists such as Kidney transplant, joint replacements at few locations
- Eg. PHC to CHC to District Hospitals to State Medical Colleges.



THANK YOU

