

Model of Logistics Management of the Supply Chain (LMSC) to Improve the Production Sector of Perishable Food Integrated by Small and Medium Enterprises in Mexico

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Abstract

In many parts of the world family businesses are an important part of the economy. The focus will be on small and medium-sized family businesses or enterprises (SMEs), which can empower themselves with adequate conceptual models in supply chain management (SCM). Although many models have been created for corporations, these models do not fully comply with SMEs. Explore on the characteristics of SMEs is important because they present new business ideas. The worldwide economic situation is not good and new entrepreneurs may have innovative and profitable ideas. These enterprises must be supported by suitable SCM models to start and continue the creation of "more educated enterprises". Particularly, we have chosen the model of logistics management of the supply chain (LMSC) for SMEs because it was developed considering the Mexican business culture. The model is considered to improve the SCM in the food industry in Mexico. The implementation of the LMSC model is based on a comprehensive solution for management, in four important areas such as: storage, production, distribution and inventory. The analysis and implementation of LMSC can decrease waste, increase profits, and provide better services. In addition, the improvement in LMSC of perishable food industry is pursued.

Keywords

SCM, LMSC, SMEs, perishable-food industry.

Biography

Gladys Bonilla-Enríquez is a Ph.D. student in Logistics and Supply Chain Management at the Universidad Popular Autónoma del Estado de Puebla, UPAEP, in México. She holds a M.S. in Business Administration from Universidad del Valle de México, UVM, and B.S. in Computer Science from Universidad Tecnológica de la Mixteca, UTM, in México. She has published journal and conference papers. Her research interests include manufacturing, customer service, simulation, supply chain management.

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