Performance Evaluation of Supply Chain Management Based on SCOR Model: A Case Study of Halal Chicken Processing Industry in Upper Northern Region, Thailand

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Abstract

This study demonstrates a performance evaluation of Supply Chain Management by applying Supply Chain Operation Reference model (SCOR) on a case study of Halal chicken processing industry in Upper Northern region of Thailand, especially Performance section of SCOR Model focuses on the measurement of the outcomes of supply chain process execution (Plan, Source, Make, Deliver, Return, and Enable), this study prioritizes possible related factors that affect business operations by considering indicators such as Logistics, Corporate Social Responsibility, Agility and Responsiveness, Reliability, Costs and Asset Management Efficiency, Marketing, Customer, Quality and Standard, Inventory, and Traceability. This study applies Analytic Hierarchy Process (AHP) for prioritizing five performance attributes of SCOR Model and conducts field survey by collecting data from food industry experts, halal entrepreneur and local Islamic Committee in Upper Northern Region. The result indicates that the most significant attributes or key success factors for Halal chicken processing industry is Reliability, Costs, Agility, Responsiveness, and Innovation by considering minimal bias with low Consistency Ratio (CR.) and summarizing supply chain performance weight with Geometric Mean, respectively. Ultimately, the result of this study provides a guild line for any related food industry in order to create effective strategic plan and to integrate important factors in regard to business's overall long-term goals, highly competitive performance, and sustainable development.

Keywords
Supply Chain Management, SCOR Model, Analytic Hierarchy Process, Halal, Food Industry

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