

Servitization of Manufacturing in Disruptive Supply Chains: Assessing Resilience Strategies for FMCG Sector

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Abstract

The rise of industrial revolutions in an increasingly disruptive economy has placed significant pressure on global supply chains. The disruption has driven a shift in consumer preferences towards a greater variety of products and services from manufactures. As a result, manufacturers are challenged to meet the demand of the disruptive era by configuring their operations to enhance both products and service offerings. The Fast-Moving Consumer Goods (FMCG) manufacturing industry has always been one of the key drivers and sector in the economy of South Africa. This paper looks at the servitization of manufacturing in a disruptive era and assesses the adoption and effectiveness of resilience strategies by FMCG manufacturing firms in South Africa. Given the escalation of Supply Chain uncertainties effects by factors such as Covid-19, geopolitical tensions and disruptive technologies, it has become apparent for service orientation strategies. The adoption of these servitization strategies offers a pathway to strengthen resilience while managing global disruptions and creating value within the FMCG industry.

Keywords

Servitization, Resilient strategies, Disruptive Supply Chains, Supply Chain Resilience

Biography

Jonas Mathabatha is a Lecturer in the Department of Operations Management at Cape Peninsula University, Cape Town, South Africa. He currently serves as the Head of Recognition of Prior Learning (RPL), teaches and supervises Operations and Supply Chain related modules within the school. He graduated with a Master of Science in Industrial Engineering specializing in Supply Chain. He is currently a PhD candidate for Industrial Engineering, specializing in supply chains. His research interests are Servitization of manufacturing, disruptive supply chains and resilience strategies.