

Midocean University

Faculty of Management

Department - Bachelor of Project Management

Project title

The Role Of Supply Chain Strategies in Achieving Cost Efficiency and Profitability applying to “THE BODY SHOP KSA Company”

Student name

Anwar Omar Bayazeed

Academic ID: 221001141

Graduation Project – 1

Faculty of Management - Midocean University

Supervisor

Dr. Abdul Raheem Nader

Faculty member- Faculty of management- Midocean University

الفصل الدراسي الثالث - 2025

Table of Contents

1. Chapter 1: Introduction	2
1.1. Research Background.....	3-4
1.2. Research Problem.....	5
1.2.1. Theoretical Gaps	5
1.2.2. Practical Gaps	5
1.3. Research Significance	6
1.3.1. At the theoretical level	6
1.3.2. At the practical level	6
1.4. Research Questions	7
1.5. Research Objectives	7
1.6. Research Hypotheses.....	7
1.7. Research Model.....	7
1.8. Research Methodology.....	9
1.9. Scope of The Study	10
1.10. The Suggested Project Structure.....	11
2. Chapter 2: Literature Review	12
2.1. Introduction	12
2.2. The independent variable	12
2.3. The dependent variable	13
2.4. The relationship between the independent and the dependent variables	13
2.5. Conclusion.....	13
References.....	13

1. Chapter 1: Introduction

1.1. Research Background

In today's highly competitive and globalized business environment, organizations are under increasing pressure to enhance operational efficiency, reduce costs, and maximize profitability. One of the most effective ways to achieve these objectives is through the implementation of well-designed **supply chain strategies**. The supply chain is no longer viewed merely as a logistical function but as a strategic component that directly influences a company's overall performance and sustainability.

Effective supply chain management (SCM)- The Effect of Supply Chain Management Strategy on Operational and Financial Performance by Rok Lee (2021) study involves coordinating and integrating key processes such as procurement, production, distribution, and customer service to ensure that products and services are delivered to the right place, at the right time, and at the lowest possible cost. When supply chain strategies are aligned with corporate goals, organizations can significantly improve cost efficiency by reducing waste, minimizing lead times, optimizing inventory levels, and improving supplier relationships. Moreover, such efficiencies often translate into enhanced profitability and competitive advantage in the marketplace.

In the context of modern business, technological innovation, globalization, and changing consumer expectations have transformed the dynamics of supply chains. Companies are increasingly adopting strategies such as lean supply chain management, just-in-time inventory systems, digital integration, and sustainable sourcing to achieve operational excellence.

These strategic approaches not only reduce unnecessary costs but also contribute to long-term profitability by improving responsiveness, reliability, and customer satisfaction.

This research is important because it addresses one of the most critical challenges faced by modern organizations — achieving **cost efficiency and profitability** in an increasingly competitive and globalized business environment. As supply chains become more complex and customer expectations rise, companies must adopt effective **supply chain strategies** to remain competitive. Understanding how these strategies influence cost efficiency provides both theoretical and practical insights for improving overall business performance.

Therefore, this research aims to examine **the role of supply chain strategies in achieving cost efficiency and profitability**, exploring how strategic supply chain practices can optimize operational performance and strengthen an organization's financial outcomes. The study will also highlight the critical factors influencing the success of supply chain initiatives and provide insights into best practices that organizations can adopt to enhance their competitive edge.

1.2. Research Problem

In today's rapidly changing business environment, organizations face increasing pressure to reduce operational costs while maintaining high levels of quality and customer satisfaction. Despite significant investments in technology and process improvement, many companies still struggle to achieve cost efficiency and sustained profitability. One of the main reasons for this challenge is the lack of effective and integrated **supply chain strategies** that align operational activities with organizational objectives.

1.2.1. Theoretical Gaps

1. There is a lack of detailed analysis on **which specific supply chain strategies - Effect of Supply Chain Strategies on the Firm's Performance (Karani & Muriithi, 2022)**
2. Limited research addresses how modern technologies - The Effect of Supply Chain Management Strategy on Operational and Financial Performance by Rok Lee (2021)
3. Most existing research focuses on large multinational corporations

1.2.2. Practical Gaps

1. **Limited Use of Technology:** Digital tools and automation can significantly enhance supply chain efficiency many firms underutilize these technologies due to cost
2. **Measuring Impact on Profitability:** Evaluating strategies for cost reduction in supply chain management relating to exports and imports.” (2024)
3. **Implementation Challenges:** Organizations often struggle to translate supply chain theories into actionable practices

How do supply chain strategies influence cost efficiency and organizational profitability in modern businesses?

1.3. Research Significance

This research is significant because it explores the critical link between supply chain strategies and organizational performance, specifically focusing on cost efficiency and profitability. In an era of increasing global competition, rising operational costs, and complex supply networks, organizations need practical and strategic guidance to optimize their supply chains for financial sustainability.

1.3.1. At the theoretical level

This research contributes to the theoretical understanding of supply chain management (SCM) by examining how specific supply chain strategies influence cost efficiency and profitability. While many studies have explored SCM's impact on operational performance, there is limited theory clarifying the mechanisms through which supply chain strategies translate into financial outcomes.

The research extends theory by integrating cross-functional supply chain perspectives, suggesting that procurement, logistics, production, and distribution strategies must be aligned to achieve cost efficiency. This aligns with the findings of Al-Khatib et al. (2023), who argue that integrated supply chain strategies enhance resource optimization and long-term profitability ([Al-Khatib et al., 2023, Journal of Supply Chain Management Studies, 12(4), 45–58]).

1.3.2. At the practical level

Provides actionable guidelines for cost reduction via supply chain strategies — For example, the review by Oluwadamilare Olaniyi & Paul Sundar Pugal (2024)

Enhances operational efficiency through technology integration — The study “Optimizing Supply Chain Management: Strategies for Enhancing Efficiency and Reducing Costs in Manufacturing Industries” (2024) shows that IT integration (ERP, IoT, cloud) improves visibility, coordination and lowers lead times.

Helps firms translate supply chain strategy into bottom-line profit — According to Boston Consulting Group (BCG), companies deploying advanced analytics and AI in their supply chains achieved 10–20% reductions in manufacturing, warehousing and distribution costs, directly affecting profitability.

1.4. Research Questions

- **Main research question : How do different supply chain strategies contribute to cost efficiency and overall profitability in firms?**
- 1. Sub-question - How do supply chain strategies help companies reduce costs?**
- 2. Sub-question- What is the effect of supply chain strategies on a company's profitability?**
- 3. Which supply chain practices are most effective in improving cost efficiency?**

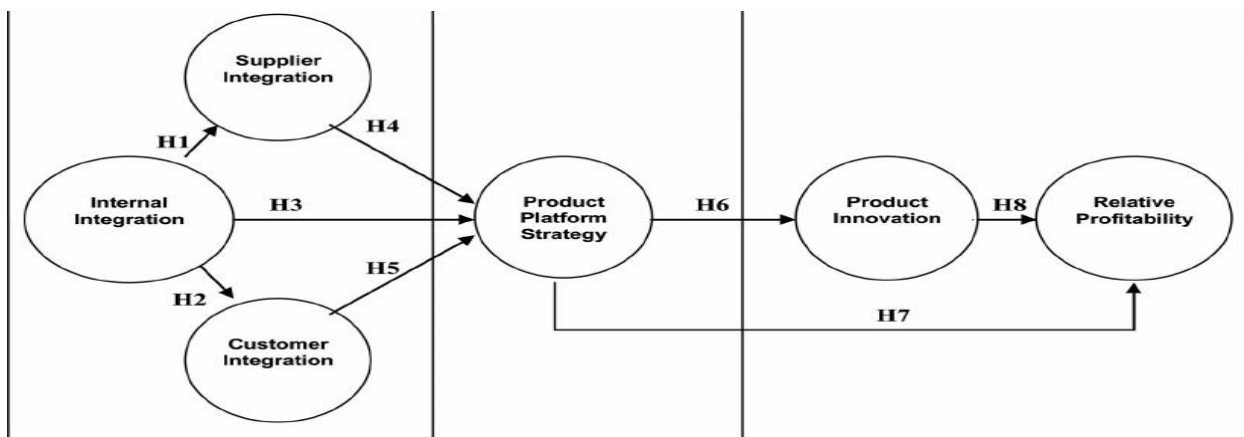
1.5. Research Objectives

- **Main goal: To identify the key supply chain practices that most strongly influence cost reduction and profit improvement.**
- 1. Sub-goal- Evaluate how inventory management practices influence cost savings.**
- 2. Sub-goal- Determine the effect of supplier coordination and integration on operational efficiency.**
- 3. Sub-goal- Analyze how logistics optimization contributes to improved profit margins.**

1.6. Research Hypotheses

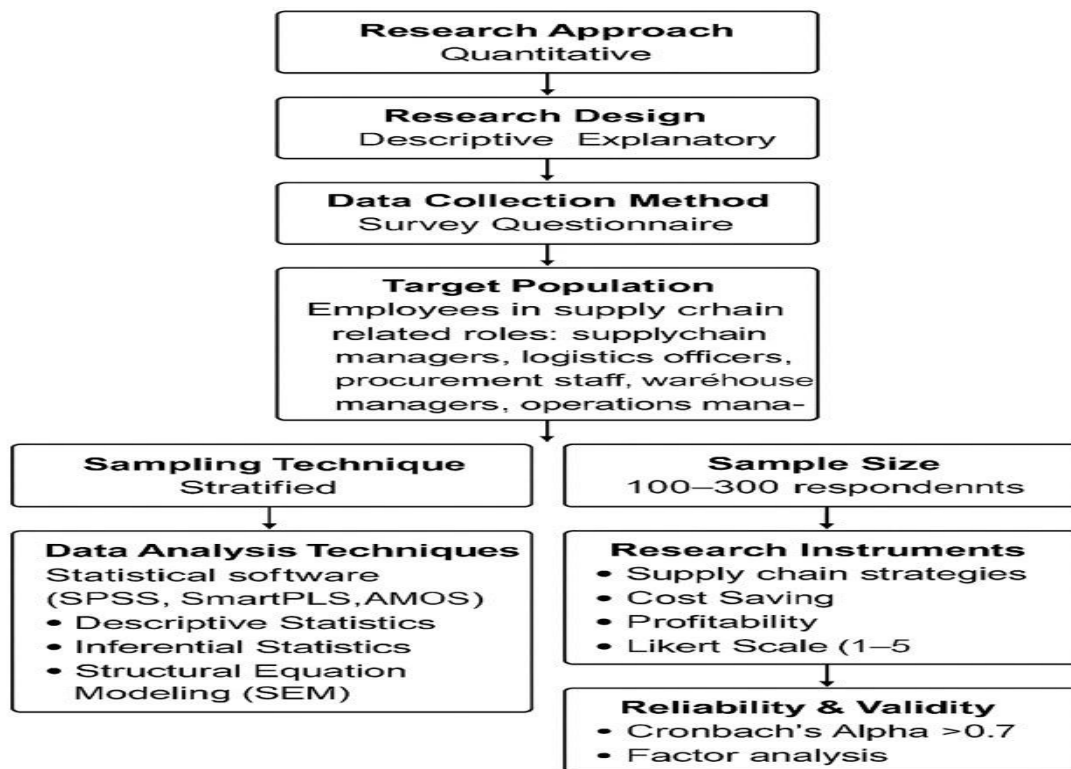
- **Main hypothesis: Firms that implement strong supply chain strategies achieve better financial performance than those that do not.**
1. **Sub-hypothesis: Effective inventory management practices significantly improve cost efficiency.**
 2. **Sub-hypothesis: Strong supplier coordination and integration positively impact operational efficiency.**
 3. **Sub-hypothesis: Optimizing logistics and transportation processes significantly enhances profitability.**

1.7. Research Model



1.8. Research Methodology

- Research Approach: Quantitative
- Data Collection Method
- Target Population
- Sampling Technique
- Data Analysis Techniques
- Research Instruments
- Ethical Considerations



1.9. Scope of Study

Supply chain strategies play a crucial role in helping The Body Shop KSA improve cost efficiency and drive higher profitability, especially in a competitive cosmetics and personal-care market.

1. Strategic Sourcing and Ethical Procurement

The Body Shop is known for ethical, sustainable sourcing. In the Saudi market, maintaining strong relationships with certified global suppliers ensures consistent quality at controlled costs. Bulk purchasing, long-term contracts, and careful supplier selection help minimize price fluctuations. Ethical sourcing also reduces risks related to supply disruptions and enhances brand reputation, which indirectly supports profitability through loyal customers.

2. Inventory Optimization

Because cosmetic products have expiration dates, efficient inventory management is essential. The Body Shop KSA uses demand forecasting, sales trends, and seasonal data to avoid overstocking or stockouts. These strategies help reduce:

- Storage costs,
- Product waste,
- Capital tied up in slow-moving items.

By having the right stock at the right time, the company improves both cost efficiency and customer satisfaction.

3. Efficient Logistics and Distribution

The Body Shop KSA relies on streamlined logistics networks to distribute products to stores across the Kingdom. Optimizing transportation routes, consolidating shipments, and partnering with reliable logistics providers reduce fuel costs, lead times, and handling errors. Faster and more accurate deliveries ensure product availability, directly contributing to sales growth and profitability.

4. Use of Technology and Data Analytics

Digital tools support real-time inventory tracking, demand forecasting, and supplier performance monitoring. Using data analytics helps The Body Shop KSA make better decisions and identify cost-saving opportunities. Automation in warehousing and inventory also reduces labor costs and increases operational efficiency.

5. Sustainable Packaging and Local Adaptation

The Body Shop's global sustainability strategy includes reducing packaging waste. By adopting recyclable or locally sourced packaging in the KSA market, the company can reduce sourcing and transportation costs. Sustainability also attracts customers who value eco-friendly brands, strengthening revenue and market positioning.

1.10. The Suggested Project Structure

2.Chapter 2: Literature Review

2.1. Introduction

Brief introduction for the chapter

2.2. The independent variable

2.3. The dependent variable

2.4. The relationship between the independent and the dependent variables

2.5. Conclusion

References

The Effect of Supply Chain Management Strategy on Operational and Financial Performance by Rok Lee (2021)

<https://www.mdpi.com/2071-1050/13/9/5138>

Effect of Supply Chain Strategies on the Firm's Performance (Karani & Muriithi, 2022)

<http://ir.jkuat.ac.ke/handle/123456789/5981>

Al-Khatib et al. (2023), who argue that integrated supply chain strategies enhance resource optimization and long-term profitability

<https://ojs.uma.ac.id/index.php/jurnalakundanbisnis/article/view/11678>