

# The Rating of Confusion in Supply Chain Dynamics in Food Business and Selecting the Most Ideal Capacity Strategy During COVID-19

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## **EXECUTIVE SUMMARY**

*Supply chain dynamics are seen as important components that directly affect supply chain performance, business processes, management functions, and efficiency for businesses. Every company in the supply chain needs other businesses to achieve the desired level of supply accurately, with the least cost and in an effective manner. Therefore, supply chain dynamics are seen as important components in terms of increasing competitiveness, increasing business performance, avoiding problems in workflows, and ensuring customer satisfaction, and also play critical roles in the provision of necessary information, materials, and services and improvement of process management. Also, capacity and capacity development strategies have vital importance, and firms need to apply right strategies in order to achieve success. In this study, it is aimed to rank the confusion in the supply chain dynamics and select the most ideal capacity strategy for food establishments with 10 or more employees operating in Giresun province during the COVID-19 process via SWARA and WASPAS methods.*

## **INTRODUCTION**

Nowadays firms tend to cooperate in order to meet the customers' dynamic changing and extraordinary requirements. Because it is impossible for firms to compete successfully in complex environment per se. Therefore firms utilize supply chain cooperation for using customers' resources and knowledge to the end with respect to avoiding complexity. Firms aware the importance of supply chain management on the behalf of obtaining the sustainable competitive superiority. Supply chain management incorporates the systems connecting supplier, producer, distributor and retailer via the network of transportation, finance and information. Both the level of operational productivity and customer satisfaction have increased by operating supply chain management function efficiently. The sustainability of this function can be made via regular performance analyses, controls and improvements. Elements of time, speed and quality have an increasing pressure on manufacturers in order to be competitive in global market. Thus competition can be measured via supply chain performance and amendments can be proposed for solving available supply chain problems (Korucuk et al., 2021).

Supply chain management essentially incorporates various dynamics and can be defined as establishing a common business management system containing all marketing, informatics, finance and distribution processes beyond a typical logistic optimization. Furthermore that means creating improvable structure forming chain and affecting each other instead of integrating logistical infrastructures. The most important change requiring second dynamic is the impossibility of competing individually in today's environment in terms of parent companies (Memiş & Korucuk, 2018).

Supply chain management needs to have dynamic structure according to the changing and developing conditions. In this point it is important for firms to create supply chain dynamics with respect to determined strategic plan.

The dynamics of supply chains can be addressed under the headings of product quality (meeting customer needs and requirements), level of customer service (availing the product in the required quantity and time), and time to market (faster access to new products) (Chen & Paulraj, 2004). According to another view, the focus in supply chain management has evolved from the order-winning quotation into a winning business in the market (Christopher & Towill, 2001). This is because the dynamics in the supply chains should be able to quickly respond to the increasing fluctuations in the environmental conditions and the unpredictable market changes on the basis of volume and diversity while maintaining a cost advantage. Looking at marketing, in many industry branches, on a global scale, we find that all business processes currently depend on supply chains, networks, and dynamics. Each business or business unit is working on an independent structure within the supply

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