

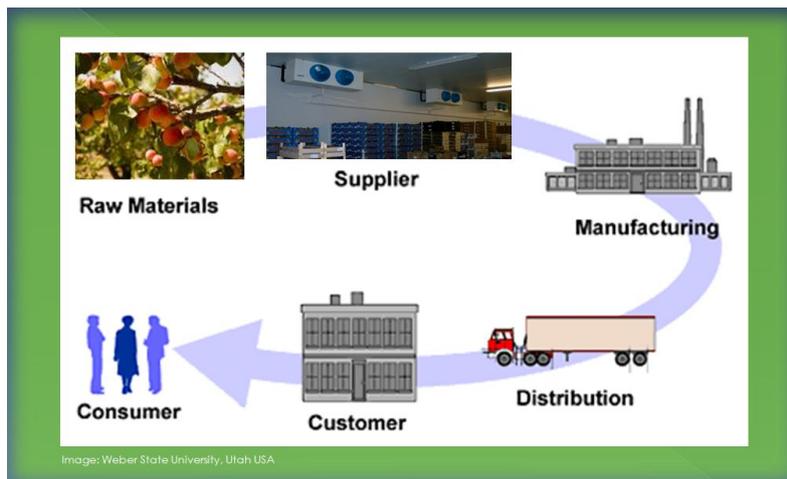
What is a Supply Chain?

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A supply chain is any sequence of events involved in the production and distribution of a product. The chain can involve:

- Suppliers
- Manufacturers
- **Transport & Logistics**
- Distributors/resellers
- Retailers.

Below is an illustration of a supply chain.



A Supply Chain Example

Bellis Fruit Bar- Orchard to Lunch Box

The above illustration provides an overview of a basic supply chain. Actual supply chains involve many more steps. The supply chain of a Bellis fruit bar, for example, involves almost 40 steps, which can be split into 5 stages:

- **Stage 1: Fruit Processing**
 1. Orchard (fruit picked) →
 2. Picked fruit put into a bin & moved to storage by tractor →
 3. Forklift transfers bins to truck →
 4. Truck travels to processing plant →
 5. Fork lift unloads bins from truck at processing plant →
 6. Fruit is graded, washed, sorted & dried →
 7. Dried fruit packed & put onto pallets →

- **Stage 2: Sea Freight Export Logistics**
 1. Pallets of dried fruit taken to loading dock →
 2. Truck delivers empty container & it is loaded →
 3. Customs & shipping documents processed →
 4. Truck returns to collect packed container →
 5. Truck arrives at the container terminal →
 6. Container placed in stack & loaded onto ship once it arrives →
 7. Ship voyage (may be transhipped – i.e. the product may be shipped to an international 'hub' port or airport before being shipped to its destination) →

- **Stage 3: Sea Freight Import Logistics**
 1. Container unloaded from ship at destination →
 2. Container is Customs and Quarantine cleared →
 3. Truck picks up container & delivers to warehouse to unpack & store stock →
 4. Empty container returned to container park once unpacked →
 5. Truck loaded with pallets of dried fruit, arrives at Bellis and is unloaded →
 6. Fruit received recorded in computer system →
 7. Dried fruit stored in warehouse until required →

- **Stage 4: Manufacturing and Warehousing**
 1. Fruit bars made with fruit & other ingredients →
 2. Product wrapped and boxed →
 3. Product packed onto pallets →
 4. Forklift moves pallet to racks in warehouse →
 5. Order received & processed in computer system →
 6. Product picked to order & moved to dispatch area →
 7. Product loaded onto truck with forklift →
 8. Truck delivers to distributor →

- **Stage 5: Distributor, Retailer and Consumer Logistics**
 1. Truck unloads pallets with forklift at distributor →
 2. Bellis Bars stored in warehouse →
 3. Stock entered into computer system →
 4. Order received & processed in Computer System →
 5. Bars ordered are picked & packed →
 6. The bars loaded to truck by forklift →
 7. Truck delivers to retail store & are placed on shelves →
 8. Bars are purchased →
 9. Transfer by car to consumers house →
 10. Finally Bellis Fruit Bars get to your lunch box!

How do Supply Chains Affect You?

Practically everything that you don't grow yourself goes through some sort of supply chain to get to you. Petrol, clothes, cars, food and materials to build houses are some of the major consumer goods that follow supply chains.