

The Supply Chain Operations Reference (SCOR) Model Application: Herb Supply Chain in Dong Bang Village, Thailand

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Abstract. The objectives of this research are to study the herb supply chain management of Dong Bang Village and to analyze the problems of the herb farmers by using SCOR performance metrics. There are five steps in this research. First, the data on the operation of the herb supply chain are studied and collected. Second, the questionnaire is created. Third, the questionnaires are used to collect data from all farmers. Next, the questionnaires were evaluated the SCOR model and the performance metrics. In the last step, the guidelines are proposed. The results show that the herb supply chain consists of fertilizers and seed suppliers, herb farmers, herb drying plants, Chaopraya Abhaiphubejhr Hospital, Thai traditional medical clinic, and customers. the performance metrics. This research has five SCOR performance metrics: reliability, responsiveness, agility, cost, and asset management efficiency. Three metrics show the problems that should improve. The responsiveness metric shows a problem that it takes farmers up to 9-10 months to complete the customer's order. The agility metric shows the problem of taking a long time to change production volumes. The cost metric is high, especially in the part of seed cost. After that, the guidelines for improving efficiency are proposed.

Keywords: herb supply chain, SCOR model, SCOR performance metrics