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Supply Chain and Logistics For The Present Day Business

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Abstract

We are living in an era of competition which is increasing day by day. Transportation comprises of key area where logistics companies can truly differentiate themselves and prove with, reduce costs, and build real competitive advantage. Logistics outsourcing can offer business men with measurable cost and efficiency advantages, yet often overlooked as a viable option due to the inherent difficulties in implementing the practice in a manageable, consistent manner. Third-party logistics (3PL) providers tend to apply the same approach to businesses of every type, oblivious to the unique needs – and opportunities – present in specific customer scenarios.

Logistics have existed since ancient time but not be called so where invention of wheel was a starting point of logistics which allowed people to move raw material as well as finished goods. Population began moving from rural to urban areas and to business centres. No longer did people live near production centres, the concept of starting business near to the raw material availability location was replaced due to the comfort of shifting the required material from one place to another with the help of research done on the logistics related problems, nor did production take place near residence centres. The geographical distance between the point of manufacturing and point of consumption increased, this is how logistics gained importance.

The present paper tries to highlight the importance of logistics in the present day business development. Here the author gives a briefing about the present logistics position in India and also the problems/hurdles for the slow growth of Indian logistics system. The author also want to highlight the scope of logistics in Indian business and how it can cope for better business development with other developed nations all over the globe.

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1. Introduction

The present corporate job is very challenging. Every business has to face competitions from multiple dimensions and directions. As explained by Michael Porter the business in 21st century can survive and succeed only if it is able to fulfill the challenges of the present demands regarding logistics. History repeats where the business which is not able to provide proper logistics for its products and supply the product to ultimate consumer has lost its reputation in the business world. However good the product is if it would survive the competition and reaches the ultimate consumer in time it is demanded for.

Introduction to Logistics: Since the early 1990's, the business outlook has changed. Due to the globalization, the competition has demanded the customer should get the right material, at the right time, at the right point and in the right condition at the lowest cost. Outsourcing logistics functions enables a company to focus on its core competencies. By doing so, the companies can best utilise their resources, allowing a world class solution provider to professionally manage their logistics, leveraging their technology and staff infrastructure. Logistics has become a part and parcel for every business today. No business with marketing, manufacturing or project execution can succeed without logistics support.

2. Review of Literature

LOGISTICS is defined as “ Planning implementing and controlling the physical flow of material and finished goods from point of origin to point of use to meet customer's need at a profit” by “Philip Kotler” It is essentially a planning process and an information activity So it is a integrative process that optimizes the flow of material and supplies through the organization and its operations to the customer. The word logistic has originated from Greek word ‘Logistikos’ and the Latin word ‘Logisticus’ which means science of computing & calculating . During World War II logistics gained importance in army operations covering the movement of food, medicines, men & equipment across the border. Today It has acquired a broader meaning and is used in the business for the movement of material from suppliers to the manufacturer and finally the finished goods to the consumers .

The Council of Logistics Management (CLM), now the Council of Supply Chain Management Professionals (CSCMP), defines logistics as ‘that part of the supply chain management that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customers' requirements.

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