



ICMPC 2017

Logistics Management in Supply Chain – An Overview

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Abstract

The Purpose of this paper is to overview the Logistics/Logistics management in supply chain and their current logistics related issue in a present day business and present a conceptual methodology for related issue. The methodology based on the logistics, which are inputs for the methodology and benefits which are output of methodology. A literature review is conducted on key external and internal issue of logistics and also logistics issue in industry, and determines its various dimensions. Based on the insights gained, a conceptual methodology for logistics issue Present. The information flow in the conceptual methodology is bi-directional at all levels.

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Selection and/or Peer-review under responsibility of 7th International Conference of Materials Processing and Characterization.

Keywords: Logistics, Logistics Management, Supply Chain Management, Logistics issue.

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 [1].

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1.1 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 utilize 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 [1].

The paper makes an attempt to understand the importance of logistics, Logistics issue and then to present a conceptual methodology for logistics issue. The objective of this paper are- (1) to understand the concepts of logistics and logistics management in supply chain. (2) To highlight the logistics issue in current logistics system. (3) To highlight various issue in logistics industry. (4) To present a conceptual methodology for related issue. The paper is organized as after the literature review a conceptual methodology for logistics related issue is presented. Finally, concluding remarks with some directions for future research are provided [2].

2 Literature Review

2.1 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 as shown in below Fig 1[1] .

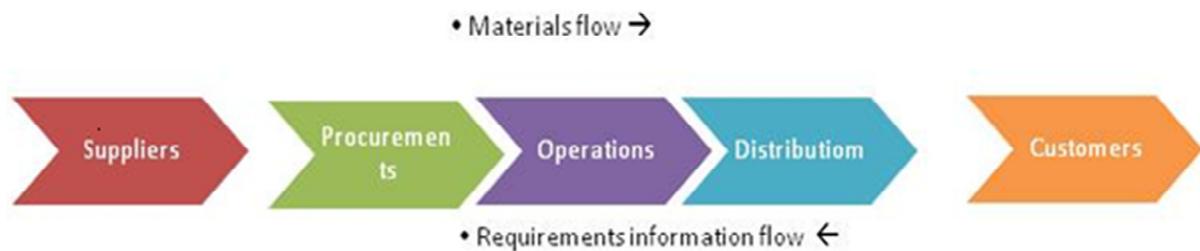


Fig. 1

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.

2.2 The Council of Logistics Management (CLM) defines:-Logistic is ‘the 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 [1]. According to Stern and El-Ansary (1988), ‘the term Logistics Management encompasses the total flow of materials, from acquisition of raw materials to the delivery of the finished product to the ultimate consumer and the counter-flow of information that controls and records the material movement’ [1]. Logistics embodies the effort to deliver: the right product in the right quantity in the right condition to the right place at the right time for the right customer at the right cost.

2.3 Key Activities/Process of Logistics: Primary process are Setting customer services goals, Transportation, Inventory management, Location and Secondary, or Supporting are Warehousing, Materials handling, Acquisition (Purchasing), Protective Packaging, Product Scheduling, Order Processing etc.

2.4 Logistics Management is the part of 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

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