



ESSENTIALS OF SUPPLY CHAIN MANAGEMENT - LOGISTICS COMPANIES IN INDIA

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ABSTRACT:

This paper presents “Essentials of Supply Chain Management - Logistics Companies in India” for the supportive function of an organisation and it means having the right object at the right place at the right time. The study enables the smooth flow of manufacturing processes and also ensures timely delivery and optimum utilisation of raw materials. The study describes that the logistics operation includes planning, implementing, maintaining the transportation and storage of goods. The paper explains the integration of information, transportation, inventory control, warehousing, order processing, material handling and storage system. The study concludes by providing the information about the flow of effective supply chain management.

KEYWORDS: Logistics Management, Supply Chain Management, Manufacturing, Information.

INTRODUCTION:

2.1 Supply Chain Management:

Supply chain management (SCM) is the centralised management of the flow of goods and services and includes all processes that transform raw materials into final products.

The Good supply chain management keeps companies out of the headlines and away from expensive recalls and lawsuits.

The five most critical elements of SCM are

Developing a strategy.

Sourcing raw materials.

Production.

Distribution.

Returns.

A supply chain manager is tasked with controlling and reducing costs and avoiding supply shortages. Supply chain management (SCM) represents an effort by suppliers to develop and implement supply chains that are as efficient and economical as possible. Typically, SCM attempts to centrally control or link the production, shipment, and distribution of a Product.

2.2 Logistics Management:

Logistics is basically a process of transporting goods (either raw material or finished goods) from one point to another point. The person who works in the field of logistics management is a logistician. Two major functions of logistics are transportation and warehousing. The operation includes planning, implementing, maintaining the transportation and storage of goods.

Type of logistics:

Inbound logistics

Outbound logistics

Reverse Logistics

Third party logistics



Inbound Logistics:

It is one of the primary types of logistics. Basically, inbound logistics means transportation, storage, and the receiving of the incoming resources (such as raw material or other goods) that you require to manufacture a product.

Outbound Logistics:

Outbound logistics is a process of delivering the product to the customer on the committed time. Customer satisfaction is the main objective here and the logisticians take care that the product should reach the customer safely at minimum cost.

Reverse logistics:

Reverse logistics is a process of transporting product from the end customer to the seller. It includes the collection, inspection, sorting, refurbishing and distribution.

Third Party Logistics:

The third-party logistics are focused only on the transportation of products from one end to another end and nothing else. It doesn't matter whether it's a seller to consumer or consumer to the seller. They take the responsibility of delivering the products to right places at the right time. It helps the businesses to focus on their primary operations instead of engaging their time in monitoring the delivery services.

3. REVIEW OF LITERATURE:

S Haniefuddin, Shaik Shamshuddin Dr Shaik Khadar Baba. The book ensures a smooth flow of all types of goods such as raw materials, work-in-process and finished goods. It also interprets that the study has the ability to meet customer expectations and requirements of goods. The study makes sure the delivery of quality products. It also says that it offers the best possible customer service at the least possible cost. Also, it is an integration of various managerial functions for optimization of resources. The study says that supply chain management deals with movement and storage of goods in appropriate quantities. It also enhances productivity and profitability.

Michael H Hugos. The book explains that the business operations that drive the supply chain can be grouped into four major categories: plan, source, make, and deliver. It also says that the business operations that comprise these categories are the day-to-day operations that determine how well the supply chain works. It suggests that companies must continually make improvements in these areas. The book says that the planning operations will determine the potential efficiency of the supply chain. The sourcing includes the activities necessary to acquire the inputs to create products or services. These processes include operations such as procurement and credit and collections. The study summarised by saying that all of these operations have a big impact on the efficiency of a supply chain.

G. Tomas M.Hult, David J. Ketchen, Mathias Arrfelt. This study uses a sample of 201 firms to examine the influence of a culture of competitiveness and knowledge development on supply chain performance in varied market turbulence conditions. The study found that synergies exist between a culture of competitiveness and knowledge development: their interaction has a positive association with performance. In addition to this the study also says that it was based on behavioural and contingency theories that market turbulence moderates these relationships, having a positive influence on the knowledge development–performance link and a negative influence on the culture of competitiveness–performance link.

Edward H Frazelle. This book describes that the logistics consists of five interdependent activities: customer response, inventory planning and management, supply, transportation, and warehousing. The book explains many optimization techniques and examples of applied optimization in this book, including customer service policy optimization, computing optimal purchase order quantities, determining optimal product sources, choosing optimal locations for distribution centres, and optimising the placement of products in a warehouse. The book is richly illustrated with 238 figures featuring logistics principles in action at the world's best logistics organisations.

4.OBJECTIVES OF THE STUDY:

4.1 Primary Objective:

To Find out the Cost Reduction and Service Improvement Techniques.

To Identify the Certain Logistics Companies Pre and Post Transaction Elements.

4.2 Secondary Objective:

- To Minimise the Movement and Storage Variable Cost.
- To Minimise the Level of Investment.
- To Maximise the Returns on Logistics Assets.

5.METHODOLOGY OF THE STUDY:

The research design undertaken for the study is Descriptive. Under descriptive research design, the researchers have done this paper using observational study.

5.1 PRIMARY DATA:

Well -Structured questionnaires have been prepared for collection of primary data. The questions were of observational type among workers in certain logistics companies.

THE PICTURES INSERTED BELOW IS THE COLLECTION OF DATA THROUGH OBSERVATIONAL STUDY AMONG WORKERS IN CERTAIN LOGISTICS COMPANY.



Data Collected from the Logistics Companies During the Visit.

Their process starts with checking the lorries with the evidence of a Lorry Receipt. The next process goes with assigning all the goods to the TPT Junction areas. The upcoming process goes with the allocation of goods state wise to easily identify the goods for shipment. There is an exemption of Rs.1,00,000 for a GST Bill to transfer goods from one place to another within the state without the necessity of an E-Way Bill. Also, there is an exemption of Rs.50,000 for a GST Bill outside the state without the necessity of an E-Way Bill. Beyond the limit mentioned, the individual or company has to pay the E-Way charge on the online portal. In all the logistics companies, separate places are allocated for each and every good based on their quantity and nature. A lot

of material handling equipment is used in logistics companies, like lift trucks, conveyors, cranes, or hoists. Every logistics company has a separate portal which is used to check and enter all the shipment details with the help of customer id. Most logistics companies have their own vehicles for transportation.

5.2 SECONDARY DATA:

The Secondary data were collected from various sources which include Books, Articles, Journals, and Websites.

6. FUNCTIONS OF LOGISTICS:

Order Processing: Order processing is a key component of order fulfilment, and efficient order processing workflows can help keep customers satisfied. This workflow includes picking inventory, sorting items, packing orders and shipping them.

Inventory Control: Inventory control is a major function in logistics management which includes keeping enough inventories to meet customer requirements and its carrying cost.

Warehousing: A warehouse is a building for storing goods. Warehouses are used by manufacturers, importers, exporters, wholesalers, transport businesses, customs, etc. They are usually large plain buildings in industrial parks on the outskirts of cities, towns, or villages.

Transportation: For movement of goods from the supplier to the buyer, transportation is the most fundamental and important component of logistics. When an order is placed, the transaction is not completed till the goods are physically moved to the customer's place. The physical movement of goods is through various transportation modes.

Material Handling and Storage System: The speed of the inventory movement across the supply chain depends on the material handling methods. An improper method of material handling will add to the product damages and delays in deliveries and incidental overheads. Mechanisation and automation in material handling enhance the logistics system productivity. Other considerations for selection of a material handling system are the volumes to be handled, the speed required for material movement and the level of service to be offered to the customer.

Logistical Packaging: Logistical or industrial packaging is a critical element in the physical distribution of a product, which influences the efficiency of the logistical system. It differs from product packaging, which is based on marketing objectives. However, logistical packaging plays an important role in damage protection, case in material handling and storage space economy. The utilisation of load has a major bearing on logistical packaging regarding the packaging cost.

7. CONCLUSION:

Logistics management is essential to the supply chain of a business. It ensures cost-effective measures and helps achieve the highest degree of customer satisfaction. This study will be helpful in taking decisions about functions in logistics companies. This study will also be useful to the future researchers in this area. This study will be helpful for knowing flaws of an emerging logistics related business. Also, There is a need for further research in the area of logistics management.

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