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A Study on Impact of Logistics Performance & Orginisational Development in Sarvam Logistics India Pvt Ltd at Chennai

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1. INTRODUCTION

The globalization process enables the sale of products for the same purpose from different manufacturers and with different prices. The increased offer on the market has led to intensive competition and some of the companies are faced with the problem of survival. The development of information technology has led to increased flow of information around the world, which resulted in enhanced education of producers and consumers. The only way for companies to survive on the market is constant lowering the price of products and regular improvement of product characteristics. Hence, the continuous intensive development of the company is crucial to its survival on domestic and global markets. Creating and sustaining a competitive advantage of the company is a complex and sustained process that largely depends on the flexibility and willingness of the company to carry out rapid changes in their processes and to make them faster than their rivals.

The continuous adjustment and improvement of the processes is the basis for the company's functioning in the current conditions, while at the same time is one of the key success factors. In this context arises the need for application of modern management practices in all aspects of the operations of the company, especially in the supply chain management, which contributes to increasing competitiveness. One important element is the logistics which provides management with the total operations costs and increases the efficiency of the company's business activities. Collaboration among all the supply chain players coupled with a responsive approach can enhance organizational competitiveness through reduced lead-time facilitated by smooth flow of material from upstream towards the downstream end of supply chain. This approach will ensure end customers get value for their money and also reduce the level of uncertainty in the industry.

The World Bank provides an interactive benchmarking tool called Logistics performance Index (LPI). With the help of this tool, countries can easily spot the unexploited opportunities and the underlying challenges involved in trade logistics performance. LPI was last released in 2018 comparing 160 countries. A survey of ground operators is conducted worldwide and their feedback on ease of working and friendliness of the countries they operate in is recorded. Apart from this feedback, quantitative data on logistics network in the country emphasizing on performance of key components is also assessed. Therefore, LPI is a combination of both qualitative and quantitative measures.

1.1 OBJECTIVES OF THE STUDY

Primary objectives:

- To study the impact of logistics performance and logistics development in Sarvam Logistics India Pvt Ltd.

Secondary objectives:

- To study the effect of inventory management on organizational performance at the firm.
- To analyse the challenges encountered in logistics management and appropriate solutions to the challenges.
- To study the effect of warehouse management on organizational performance at logistics firm.

1.2 SCOPE OF THE STUDY

- ➢ The study is limited to logistic industry, not include another factory in Chennai. Since Logistics activity encompasses vast area of managerial practices, this particular study conceptually delimited to specific context, which is on logistics activities.

➢ The research was confined to companies due to a range uracti1itics handled by the organization in line with logistics function and its accessibility by the researcher.

➢ The investigation was limited to logistics management and organizational performance and so the research centered on getting all the relevant data and information about this subject.

1.3 LIMITATIONS OF THE STUDY

- It is difficult to cover entire domain of logistics activities just in one study.

- The research sample did not incorporate all the logistics activities/participants namely: the procurement, information flow, customer service and others, due to time constrained so that it could not be generalized to other logistics activities.

2. REVIEW OF LITERATURE

(Han & Trienekens, 2022) In today's competitive environment, effective and timely responses to ever-changing customer tastes and preferences have become essential components for successful business performance. In achieving performance, information flow comes in handy. The information flow was defined as the flow of data in different directions with variable contents between various data base (department) within a company. Before, the information flow within the logistics had become vital since it enabled chains to respond on real time and accurate data.

(Springinklee and Wallenburg, 2022) There has been a change in the way business is conducted today. Due to the development in technology, the logistics management has evolved and gained greater significance in doing business. Logistics management is treated as a part of the supply chain management that deals with management of goods in an efficient way. It is the management process that integrates the movement of goods, services, information and capital, right from the sourcing of raw material, to the consumer The goal of the logistics management is to provide the right product with the right quality at the right time in the right place at the right price to the ultimate customer.

Fekadu (2022) conducted the study on logistics practice in Ethiopia. The finding of the study shows that Ethiopian logistics system is poor practices and lack of coordination of goods transport, inadequate fleet freight vehicles in numbers and damage and quality deterioration of goods while handling, transporting and storage. Even though there is study done by him on Ethiopian logistics practice, he did not give prominence specifically on logistics activities like inventory and warehousing.

(Ensermu, 2022) defines an inventory as a stock or store of goods. The objective of inventory management is to determine and maintain the lowest inventory levels possible that will meet the customer service policy stipulated in the customer service policy. Either way, any company that sells goods likely has the material necessary to sell their products as well as finished products on hand.

Beamon, B. (2023) Transportation defined as the activities involved in shipping any goods or finished products from suppliers to a facility or to warehouses and sales locations The overall of transportation is to connect sourcing locations with customers at lowest possible cost within the constraints of customer service policy. Transportation plays a key role in the supply chain, because without the efficient movement of finished goods and raw materials the entire system would not be able to work at its full potential. In fact, the back bone of supply is the transportation management that makes it to achieve the well-known seven Rs the right product, in the right quantity, the right condition, at the right time, for the right customer and at the right cost.

Kenyon & Meixell (2023) defines warehousing as the storage of components, raw materials and finished goods. Just like every other part of the supply chain, a warehouse used to add value to some goods, as the goods stored for some purpose or passed through the warehouse for some purpose. The intention of warehousing is to reduce the labour cost, space, and equipment in the warehouse while meeting the cycle time and shipping accuracy requirements of the customer service policy and the storage capacity requirements of the inventory.

(Cozzolino, 2023) Logistics play a pivotal role in supporting organization as they strive for more efficient management system as in the business practices. Inefficient management system together with the inefficient internal management would disable the organization to react the demand of customers with the lowest price at the shortest feasible time frame including the quality level which doesn't meet the customer expectation and would like the organization to the competitive disadvantage situation against the rivals. In logistics management, inappropriate use of logistics activities added unnecessary cost and process for the industry.

3.RESEARCH METHODOLOGY

This assessment used the sensible way of thinking for research. This examination relies upon ETS method, giving sensible monetary ascribes rather than speculative credits. Using overwhelm spread sheet regard, we have gathered a money related appraisal model used in this assessment.

RESEARCH DESIGN

The master has picked delegates logistics Sector for the assessment work. To cover the whole individuals, the master has seen the comfort Sampling Method for the assessment. A research design is a strategy for answering your research question using empirical data. Creating a research design means making decisions about research objectives and approach.

Questionnaire

It is the most regularly utilized instrument in gathering essential information A survey comprising of set of inquiries respondent for his/her answer. The poll is truly adaptable as in there are numerous approaches to pose inquiry.

Sampling

Inspecting might be characterized as "The choice of some piece of a total the premise of which judgment or deduction about the total or totaling is made."

Sampling Techniques

The examining procedure utilized in this examination is Accommodation inspecting, when the populace components for consideration in the example dependent on the straightforward entry, it tends to be called as comfort,

Convenience Sampling

In this strategy, the example units are picked essential on the fundamental of the comfort to the examination.

Sample size

An extent of 150 respondents is picked by utilizing Purposive Sampling procedure.

DATA SOURCES

The essential information for the current assessment is amassed from both major and accomplice information.

Primary Data

The key information was added up to from the experts in vehicle alliance Sector, by particularly orchestrated arrangement.

Secondary Data

With a definitive target of the examination, the optional information are in like way used. The data for optional information are amounted to from different Internet battles, Research articles, magazine, Newspapers, and so forth,

SATISTICAL TOOLS

- Chisquare
- Correlation

4. DATA ANALYSIS AND INTERPRETATION CHI SQUARE

NULL HYPOTHESIS

H0: There no significant relationship between income group and level of satisfaction customeron time taken for delivery.

ALTERNATIVE HYPOTHESIS

H1: There is no significant relationship between income group and level of satisfaction customer on time taken for delivery.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent

Income group * Level of Satisfaction Customer on Time Taken for Delivery	150	100.0%	0	.0%	150	100.0%

Income group * Level of Satisfaction Customer on Time Taken for Delivery Crosstabulation

Count		Level of Satisfaction Customer on Time Taken for Delivery					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Income group	Below Rs. 15,000	37	0	0	0	0	37
	Rs. 15,001 to Rs. 20,000	6	54	0	0	0	60
	Rs. 20,001 to Rs. 25,000	0	7	26	0	0	33
	Above Rs. 25,001	0	0	2	13	5	20
Total		43	61	28	13	5	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.501E2[a]	12	.000
Likelihood Ratio	301.425	12	.000
Linear-by-Linear Association	131.393	1	.000
N of Valid Cases	150		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .67.

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Ordinal by Ordinal	Gamma	1.000	.000	29.623	.000
Measure of Agreement	Kappa	.c			
N of Valid Cases		150			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Kappa statistics cannot be computed. They require a symmetric 2-way table in which the values of the first variable match the values of the second variable.

RESULT

Since the calculated value is less than the table value. So, we accept the null hypothesis. income group and level of satisfaction customer on time taken for delivery.

4.2 CORRELATION

The table shows the relationship between Years of working in this logistics firm and Manpower Development in the logistics performance in your organisation growth

Correlations

		Years of working in this logistics firm	Manpower Development in the logistics performance in your organisation growth
Years of working in this logistics firm	Pearson Correlation	1	.908[**]
	Sig. (2-tailed)		.000
	N	150	150
Manpower Development in the logistics performance in your organisation growth	Pearson Correlation	.908[**]	1
	Sig. (2-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

NONPARAMETRIC CORRELATIONS

Correlations

			Years of working in this logistics firm	Manpower Development in the logistics performance in your organisation growth
Kendall's tau_b	Years of working in this logistics firm	Correlation Coefficient	1.000	.862**
		Sig. (2-tailed)	.	.000
		N	150	150
	Manpower Development in the logistics performance in your organisation growth	Correlation Coefficient	.862**	1.000
		Sig. (2-tailed)	.000	.
		N	150	150
Spearman's rho	Years of working in this logistics firm	Correlation Coefficient	1.000	.907**
		Sig. (2-tailed)	.	.000
		N	150	150
	Manpower Development in the logistics performance in your organisation growth	Correlation Coefficient	.907**	1.000
		Sig. (2-tailed)	.000	.
		N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

RESULT

This is positive correlation. There is relationship between the Years of working in this logistics firm and Manpower Development in the logistics performance in your organization growth.

5.CONCLUSION

This is the general understanding that financial measures and efficiency are always the most important measures in rating the organizational performance. This is the reason that many previous studies have always regarded the two components the most effective tool of performance indicators. The last component responsiveness is least important in logistics management. This questionnaire that was structured to fetch the results however, also revealed some hidden facts that were not the part of the study such as customer focus is also the main variable that also contribute its primary role in comparing the efficiencies oflogistics but since our research model has ignored the component efficiency therefore can be regarded as the research limitation here. All in all, we can conclude that the study has been proved successful in evidencing that logistics effectiveness and financial efficiency have positive relation with organizational performance.

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