



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Study on Effective Logistics System in Ujwal International Logistics Private Limited, Chennai.

Mr. A. Abinesh¹, Dr. C. Meera²

¹Student, School of Management Studies, Karpagam College of Engineering, Coimbatore, Tamil Nadu

²Head of the department, School of Management Studies, Karpagam College of Engineering, Coimbatore, Tamil Nadu

ABSTRACT

Logistics plays a pivotal role in modern business, acting as the glue that holds supply chains together. This study investigates how the logistics system functions within Ujwal International Logistics Pvt. Ltd., Chennai, and how it influences various aspects of the organization including employee efficiency, marketing output, financial success, and profitability. The logistics sector is experiencing rapid change, spurred by advances in technology and the rising complexity of customer expectations. In this context, it becomes essential to understand how a well-structured logistics system contributes to operational excellence. Using a descriptive research methodology, the study gathered data from 100 employees through structured questionnaires. The analytical tools employed percentage analysis, chi-square tests, correlation, and ANOVA offered meaningful insights. The findings confirm that the company's logistics system positively affects customer satisfaction and sales growth. The study concludes with strategic recommendations like implementing Just-In-Time (JIT) inventory control and route optimization to enhance logistics performance further.

Keyword: Logistics system, logistics performance, marketing performance, logistics profitability

INTRODUCTION

The logistics industry is more than just the movement of goods it is a critical part of supply chain management that involves multiple interconnected activities, such as inventory control, warehousing, transportation, order processing, and customer support. With globalization, firms must deliver products and services quickly, safely, and at minimal cost. Efficient logistics allows firms to manage these demands while ensuring consistent quality and customer satisfaction.

Logistics has evolved to become a vital corporate function. Today, logistics is integrated with strategic planning and digital technology. The ability to respond quickly to market dynamics, forecast demand, and track shipments in real time has transformed logistics into a value-generating asset for businesses.

Ujwal International Logistics Pvt. Ltd., headquartered in Chennai, is known for offering customized logistics services such as freight forwarding, customs handling, warehousing, and multi-modal transportation. This study aims to evaluate how their logistics practices support their internal performance metrics and strategic objectives.

REVIEW OF LITERATURE

Anca, V. (2019) conducted a literature-based study to distinguish between Logistics and Supply Chain Management (SCM). The research concluded that while logistics focuses on planning and managing the flow of goods and information within a company, SCM is a broader concept that integrates and coordinates processes across the entire supply chain, including suppliers, customers, and the organization itself.

Arumugam Uthandu and S. Karthick (2020) highlight the vital role of logistics management in efficiently delivering goods and services across B2B, B2C, C2C, and G2C sectors. Technological advancements have transformed the transportation industry, promoting economic growth and accessibility. Key factors include on-time, cost-effective, and safe delivery. While modernization has strengthened the sector, challenges at both domestic and international levels persist. The article explores current global issues faced by manufacturers, suppliers, and consumers, and emphasizes how successful companies turn these challenges into opportunities.

Khadijeh Kheyraadi and Mohammad Sadegh Horri (2020) developed a logistics performance model linking supply chain management strategy to organizational performance. Their findings show that supply chain strategy enhances logistics performance, which positively affects marketing performance and indirectly improves financial results. The study emphasizes that integrating logistics with supply chain partners is crucial for

competitiveness. While supply chain strategy and logistics do not directly impact financial performance, their influence on marketing plays a key role. The study concludes that focusing on logistics within the supply chain boosts overall organizational success.

Barbara Gaudenzi (2020) investigates logistics service quality (LSQ) in B2B relationships, focusing on how business customers perceive LSQ and how its dimensions combine to drive customer satisfaction. Using data from Italian food companies and a qualitative comparative analysis, the study identifies various combinations of LSQ factors—rather than a single approach—that lead to high satisfaction. It highlights the crucial role of third-party logistics (3PL) providers and addresses a gap in research by examining LSQ through both quality and supply chain management perspectives.

SCOPE OF THE STUDY

This study focuses on Ujwal International Logistics Pvt. Ltd., aiming to assess the impact of its logistics operations on the internal performance of the organization. The research explores multiple dimensions, including employee efficiency, marketing effectiveness, financial productivity, and overall profitability. By examining these factors, the study provides a comprehensive understanding of how logistics operations contribute to achieving business objectives.

While the research is centered on a single organization, the insights gained offer broader implications for logistics providers operating in similar environments. The findings can serve as a benchmark for other companies, encouraging them to evaluate their own logistics practices and implement strategies for continuous improvement. Furthermore, the study emphasizes the importance of aligning logistics functions with organizational goals, fostering synergy across departments, and ultimately driving better performance outcomes.

STATEMENT OF THE PROBLEM

In today's fast-paced and highly competitive business environment, logistics inefficiencies can trigger a chain reaction of negative outcomes—missed delivery deadlines, unsatisfied customers, increased storage and operational costs, weakened brand reputation, and ultimately, a significant loss of market share. As supply chains grow more complex with globalization, technological integration, and heightened customer expectations, the need for streamlined, reliable logistics systems has become more critical than ever. Businesses must now implement robust logistics strategies not only to survive but to maintain a competitive advantage in their respective industries.

The core problem lies in understanding the extent to which logistics performance influences broader organizational metrics such as employee productivity, marketing effectiveness, financial stability, and customer satisfaction. Many organizations recognize the importance of logistics but lack a clear framework for measuring its direct and indirect impacts on their overall performance.

This study specifically investigates the logistics system of Ujwal International Logistics Pvt. Ltd., evaluating its efficiency and effectiveness across key operational areas. The research aims to determine how logistics performance is interconnected with internal factors like employee output and morale, external factors such as customer experience and brand loyalty, and financial indicators including profitability and cost control.

By thoroughly analyzing these relationships, the study seeks to uncover critical gaps and inefficiencies within the existing logistics framework. Ultimately, it aims to propose actionable recommendations that can enhance logistics operations, drive better alignment with organizational goals, and contribute to sustainable business growth.

LIMITATIONS OF THE STUDY

- The study is limited to a single firm in Chennai; findings may not apply universally.
- Only 100 respondents were surveyed, limiting data diversity.
- It only includes employee feedback and excludes customer perspectives.
- Some responses lacked completeness, impacting data analysis.
- External factors like industry policies or market fluctuations were not accounted for.

RESEARCH OBJECTIVES

Primary Objective:

To assess how effectively the logistics system at Ujwal International Logistics Pvt. Ltd. supports organizational performance.

Secondary Objectives:

- To examine the influence of logistics on employee performance.
- To assess how logistics aids the marketing team in achieving business goals.

- To analyze the contribution of logistics to financial performance.
- To explore logistics' impact on company profitability and customer satisfaction.

RESEARCH METHODOLOGY

This study follows a descriptive research methodology aimed at evaluating the effectiveness of the logistics system in Ujwal International Logistics Pvt. Ltd., Chennai. The focus is on examining how logistics operations influence internal organizational performance, including employee efficiency, marketing satisfaction, financial productivity, and overall profitability. Primary data was collected through a structured questionnaire administered to 100 employees using a convenience sampling method. Secondary data was sourced from company records, published journals, and related literature to support the findings. To analyze the data, statistical tools such as percentage analysis, chi-square test, correlation analysis, and ANOVA were used to interpret patterns and relationships among variables.

RESEARCH DESIGN

The research design adopted is descriptive in nature. This design is appropriate for capturing current practices and perceptions related to logistics performance within the organization. It helps in systematically describing the impact of logistics on various performance indicators and provides a basis for developing strategic recommendations for operational improvement.

Sources For Data Collection

Primary Data: Primary data was collected directly from employees of Ujwal International Logistics Pvt. Ltd. through a structured questionnaire.

Secondary Data: Secondary data was obtained from company records, published journals, research articles, official websites, and other relevant literature related to logistics management and organizational performance. This data helped in providing additional context and supporting the analysis.

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE ANALYSIS

RELATION BETWEEN EXPERIENCE OF THE RESPONDENTS AND LOGISTICS SYSTEM MINIMIZING THE EMPLOYEES HANDLING COSTS

Null hypothesis (H0):

There is no significance relationship between experience of the respondents and logistics system minimizing the employees handling costs.

Alternative hypothesis (H1):

There is some significance relationship between experience of the respondents and logistics system minimizing the employees handling costs.

Level of significance at 5%.

EXPERIENCE OF THE RESPONDENTS * MINIMIZING THE EMPLOYEES HANDLING COSTS Cross tabulation							
Count	MINIMIZING THE EMPLOYEES HANDLING COSTS						Total
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	
EXPERIENCE OF THE RESPONDENTS	Below 5 years	0	5	9	10	5	29
	5-10 years	16	0	0	5	3	24
	11 – 15 years	13	0	0	0	0	13
	15- 20 years	5	13	0	0	0	18
	Above 20 years	2	6	4	2	2	16
Total		36	24	13	17	10	100

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	94.311 ^a	16	.000
Likelihood Ratio	113.670	16	.000
Linear-by-Linear Association	8.522	1	.004
N of Valid Cases	100		
a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is 1.30.			

RESULT

As per the above table, it is inferred that the P value is .000; it is not significant to 5% (0.05) significant level. The minimum expected count is 1.30. Thus alternative hypothesis is accepted and it is finding that there is significant relationship between the experience of the respondents and logistics system minimizing the employees handling costs.

SUGGESTIONS

- Optimize fleet management by regularly assessing vehicle performance and ensuring timely maintenance.
- Implement route planning software to minimize transportation costs and improve delivery time.
- Use vehicle scheduling systems to avoid bottlenecks and improve operational efficiency.
- Adopt Just-In-Time (JIT) inventory practices to minimize stockpiling and reduce waste.
- Improve communication channels between departments to ensure smooth logistics coordination.
- Invest in real-time tracking technologies to monitor goods movement and enhance visibility.
- Leverage predictive analytics to forecast demand and optimize inventory levels.
- Streamline procurement processes to reduce lead times and ensure timely delivery of materials.
- Utilize automated inventory management systems to reduce human error and increase efficiency.

CONCLUSION

The study highlights the essential role of a well-integrated logistics system in achieving operational excellence and superior customer service. Through the example of Ujwal International Logistics Pvt. Ltd., it shows how adopting smart logistics practices can improve productivity, customer satisfaction, profitability, and organizational capabilities.

Organizations must recognize logistics as a strategic function rather than just an operational task. Embracing technologies like automation, data analytics, and AI, along with investing in employee training, enables companies to enhance service delivery, stay competitive, and adapt to market changes.

Efficient logistics is more than just moving goods—it's about delivering value at every stage of the supply chain. This value is seen in improved communication, cost savings, sustainability, and stronger customer relationships. Organizations that treat logistics as a strategic asset can gain a competitive advantage and drive long-term growth.

In conclusion, investing in technology, employee development, and strategic logistics practices helps businesses meet customer expectations, optimize operations, and strengthen their market position. A well-managed logistics system is key to driving success.

REFERENCES

- Azeem, K. (2018). "Impact of Effective Logistic Management on Organizational Performance." KASBIT Business Journal.
- Green, K. W., Whitten, D., & Inman, R. A. (2018). "Logistics Performance and Organizational Success." Emerald Publishing.
- Bagshaw, K. B. (2019). "Logistics Management from Firms' Performance Perspective." European Journal of Logistics.

-
- Gaudenzi, B. (2020). "Logistics Service Quality and Customer Satisfaction." The TQM Journal.
 - Kitsios, F., et al. (2018). "Strategic Information Systems in Logistics and SCM." ICDSST Conference Proceedings.
 - Olah, J., et al. (2019). "Information Technology Developments in Logistics Service Providers." IJLRA.
 - Sweeney, E., Grant, D.B., & Mangan, D.J. (2018). "Strategic Adoption of Logistics and SCM." IJOPM.