



Concept of Logistics

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WHAT IS LOGISTICS MANAGEMENT?



Logistics

Movement of materials in whole supply chain

Supply Chain

Transforming a raw materials into products, and getting it to customers

Seven R's of Logistics



Right Product



Right Quantity



Right Condition



Right Place



Right Time



Right Customer



Right Price

LOGISTICS MANAGEMENT OBJECTIVES

1

Timely Delivery



2

Cost Optimisation



3

Inventory Efficiency



4

Supply Chain
Visibility



5

Sustainability



6

Continuous
Improvement

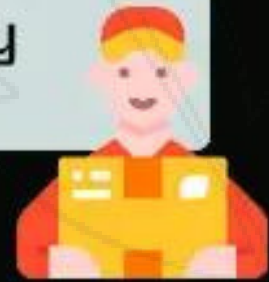


COMMON CHALLENGES IN E-COMMERCE LOGISTICS MANAGEMENT

1 Scalability



2 Last-Mile Delivery



3 Poor Inventory Management



4 Inefficient Returns Management



5 Cross-Border Logistics



6 Technology Integration



7 Data Security



8 Poor Supply Chain Visibility



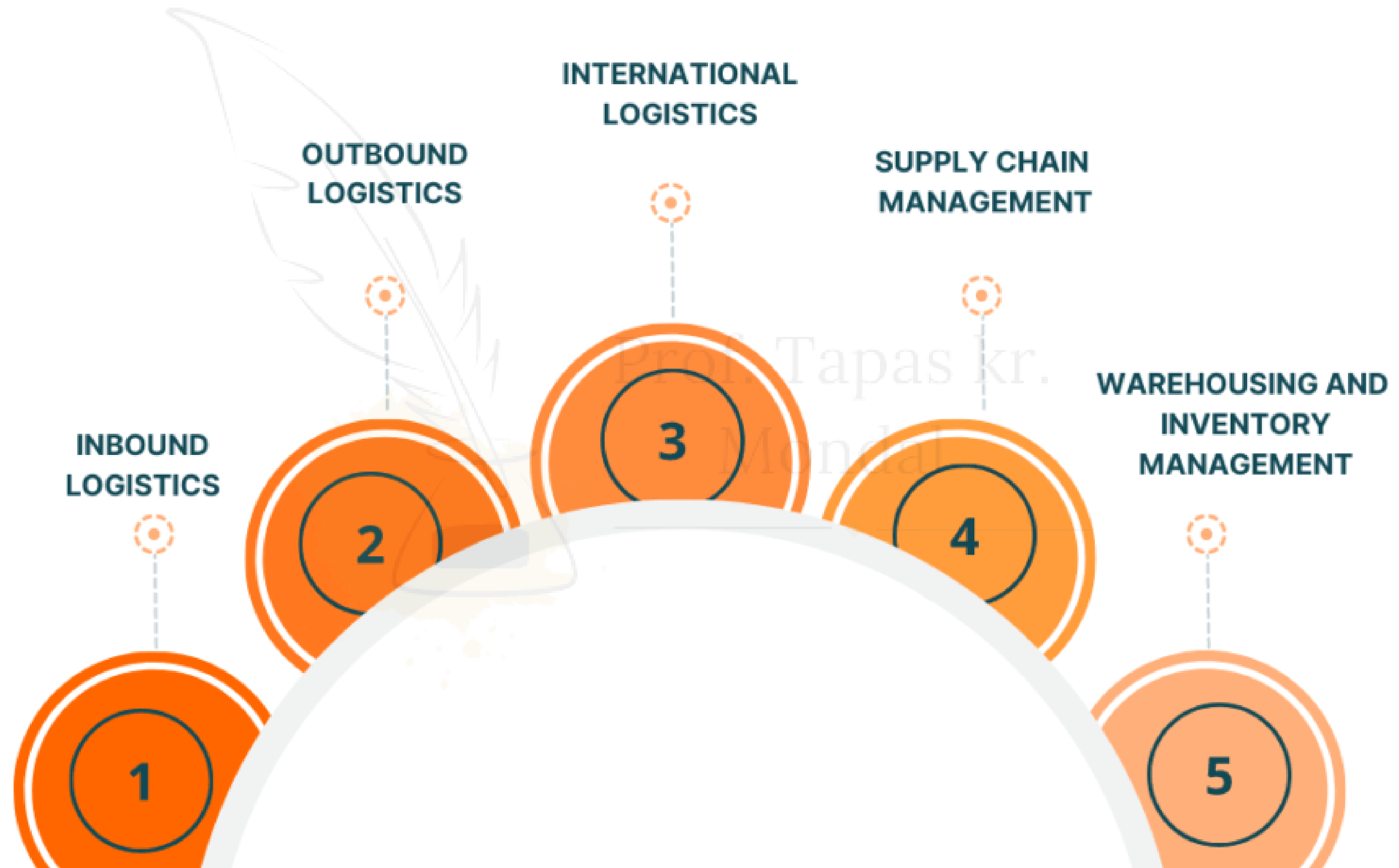
9 Fighting Customer Expectations

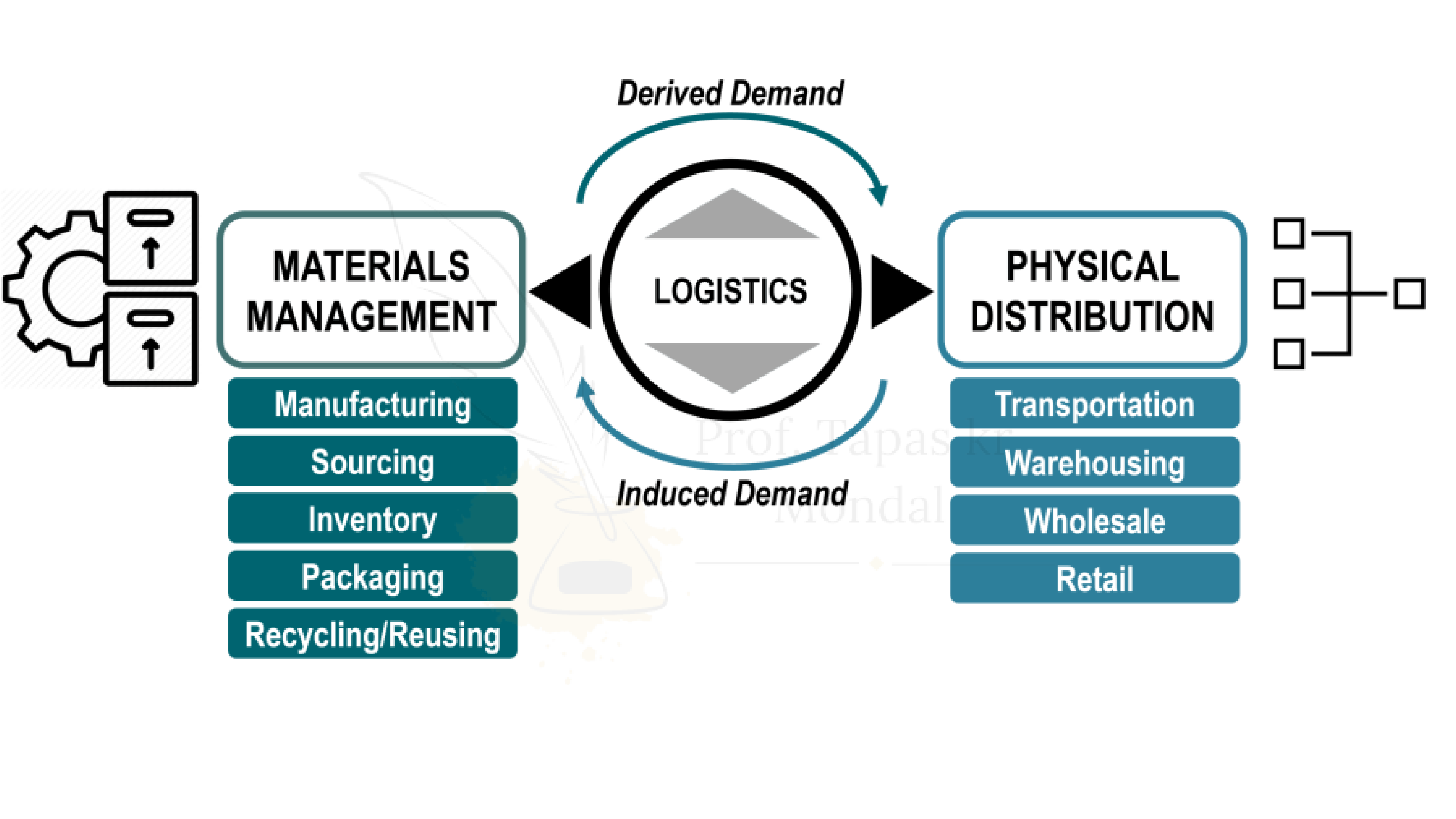


10 Sustainability Challenges



Key Types of Logistics Management





1960s

FRAGMENTATION

Demand Forecasting

Sourcing / Purchasing

Requirement Planning

Production Planning

Manufacturing Inventory

Warehousing

Materials Handling

Packaging

Goods Inventory

Distribution Planning

Order Processing

Transportation

Customer Service

1980s

CONSOLIDATION

Materials Management

Warehousing

Materials Handling

Packaging

Physical Distribution

1990s

INTEGRATION

Logistics

2000s

VALUE CAPTURE

Supply Chain Management

Information Technology

Marketing / Sales

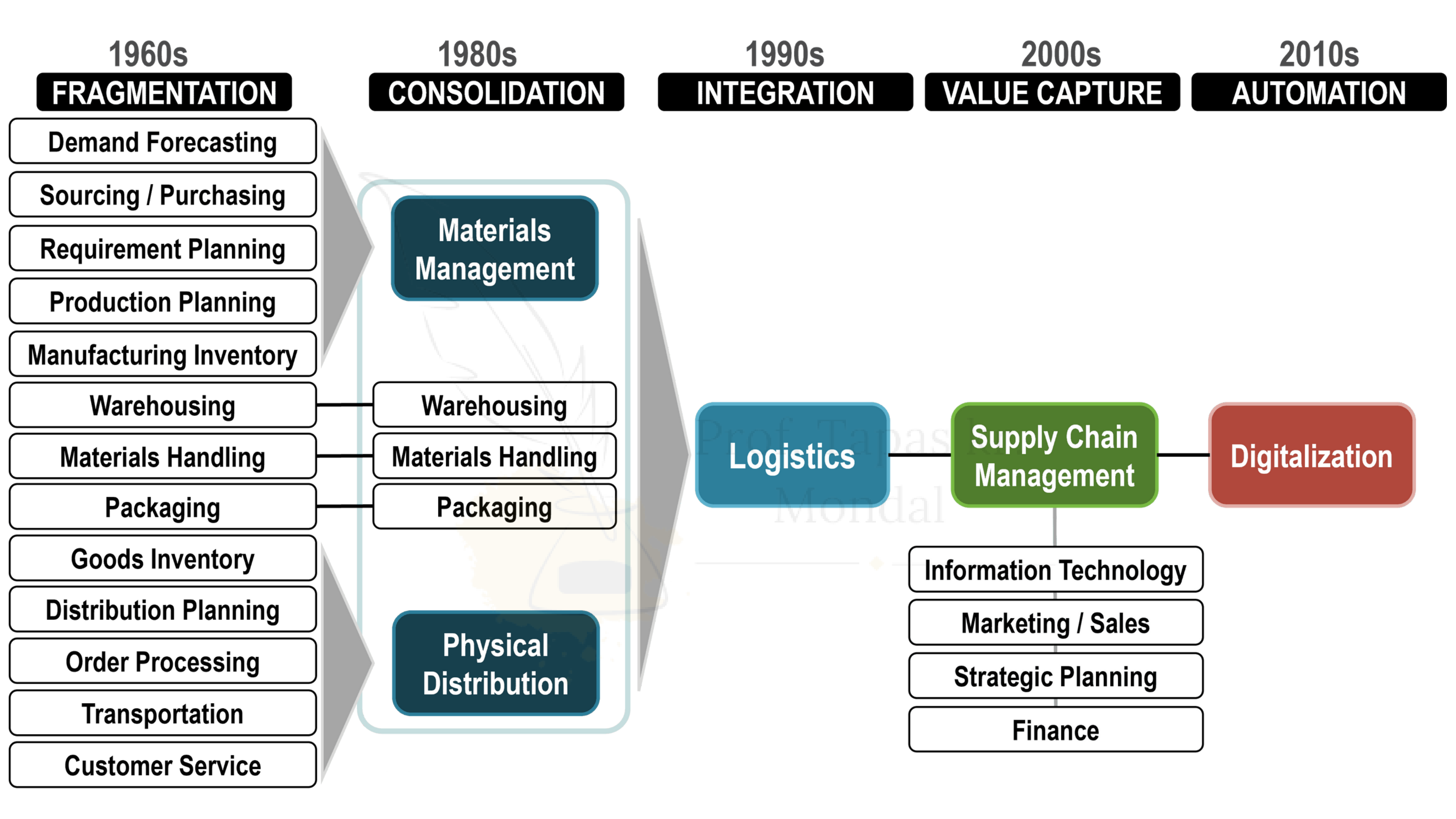
Strategic Planning

Finance

2010s

AUTOMATION

Digitalization

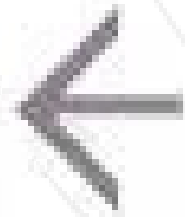
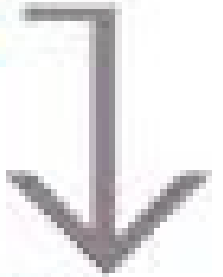
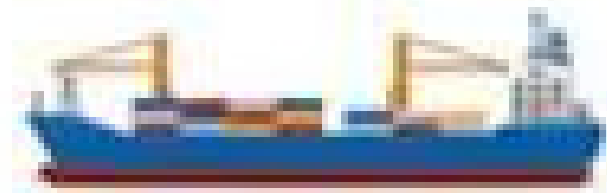
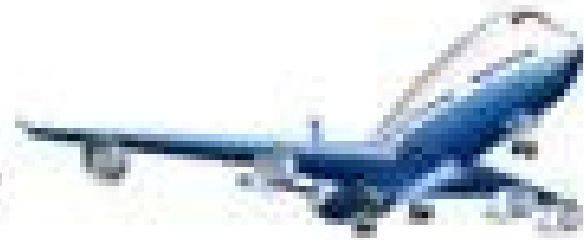
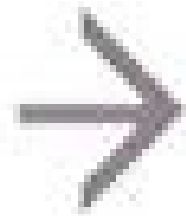


ROLE OF LOGISTICS COMPANIES IN THE GROWTH OF THE INDIAN ECONOMY



Manufacturers / Suppliers

Transportation - Road, Rail, Air & Sea

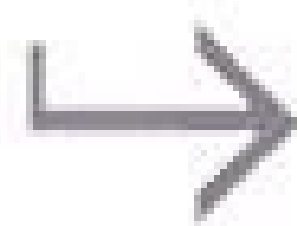


Finished Goods Inventory

In-plant stores & Production Linefeed

Break Bulk & Consolidation centers

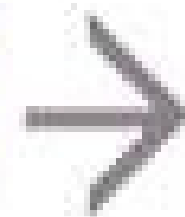
Reverse logistics - Repairs & Returns



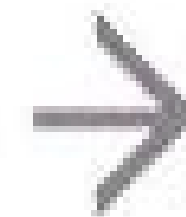
Packing & labelling



Transportation



Distribution centres



Last Mile Delivery

Logistics



Practical function of supply chain

An internal process within a company that is sometimes outsourced to a third party such as freight forwarders

Focuses on cost and time-efficient delivery of goods

Includes inbound & outbound transportation, warehousing, fulfillment, customs clearance

Strong focus on customer satisfaction

Manages the process of bringing products to the market

Supply Chain

A strategic view of logistics, procurement and planning

Works with many external partners such as manufacturers & supply and delivery partners



Focuses on an innovative approach and cost-cutting at every step of the process

Includes procurement, supply planning, manufacturing, inventory management, innovation, constant improvement, strategising and planning

Strong focus on competitive advantage

Supply Chain Management

Logistics



Planning & Improving



Suppliers



Transport



Manufacture



Storage



Transport



Retail



Data Analysis

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Mondal



Higher Profitability



Reduction in Operational Expenses



Improvements to Intermodal Operations



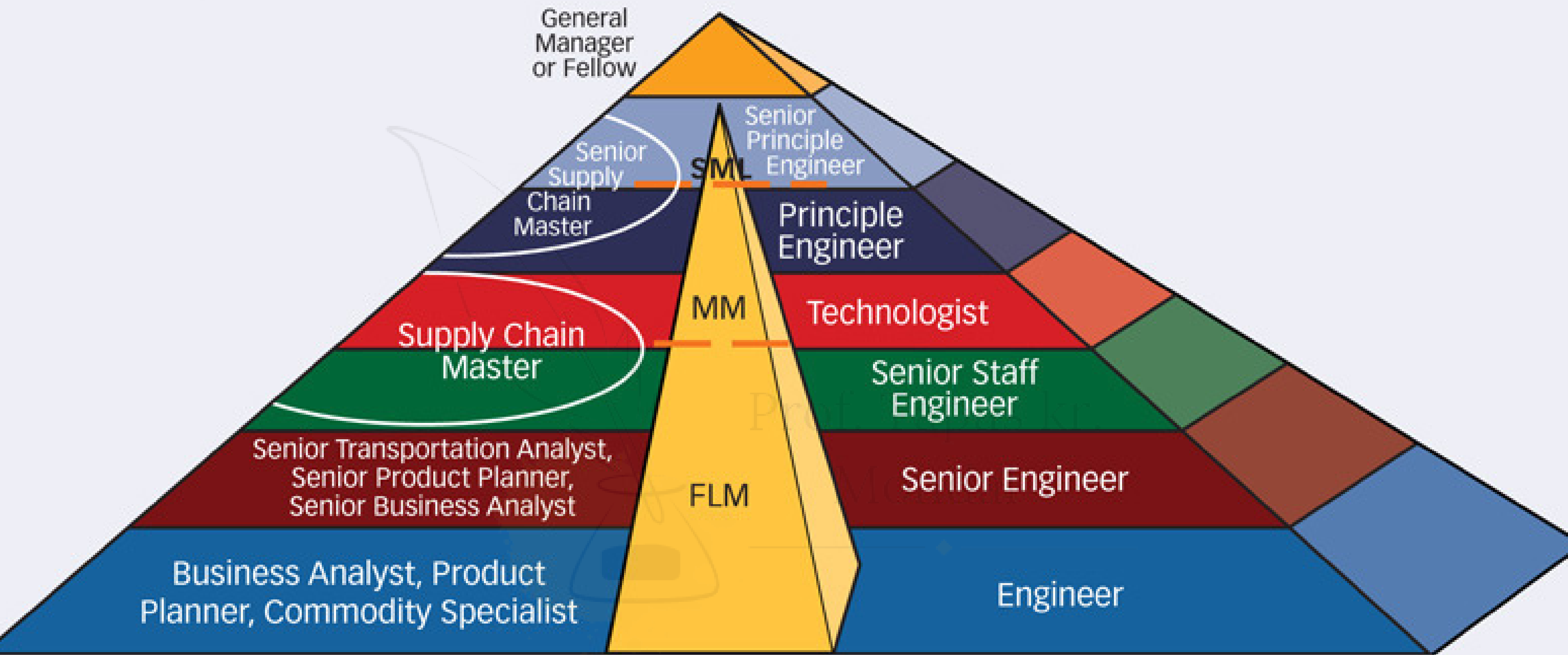
Greater Productivity and Efficiency in Delivery

Increased Customer Satisfaction

Advanced Route Planning



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Supply Chain Business

Management

Technical

FLM=first-line manager; MM=midlevel manager; SML=senior management level

1. Competition

- 1.1 Context: Competition Basics
- 1.2 Strategic POV: Competitive Advantage
- 1.3 Supply Chain Logistics: Competitive Advantage
- 1.4 Competitive Capabilities: Market Dynamics
- 1.5 E-Commerce and e-Supply Chain Logistics
- 1.6 Disruption: Amazon Effect

2. Value

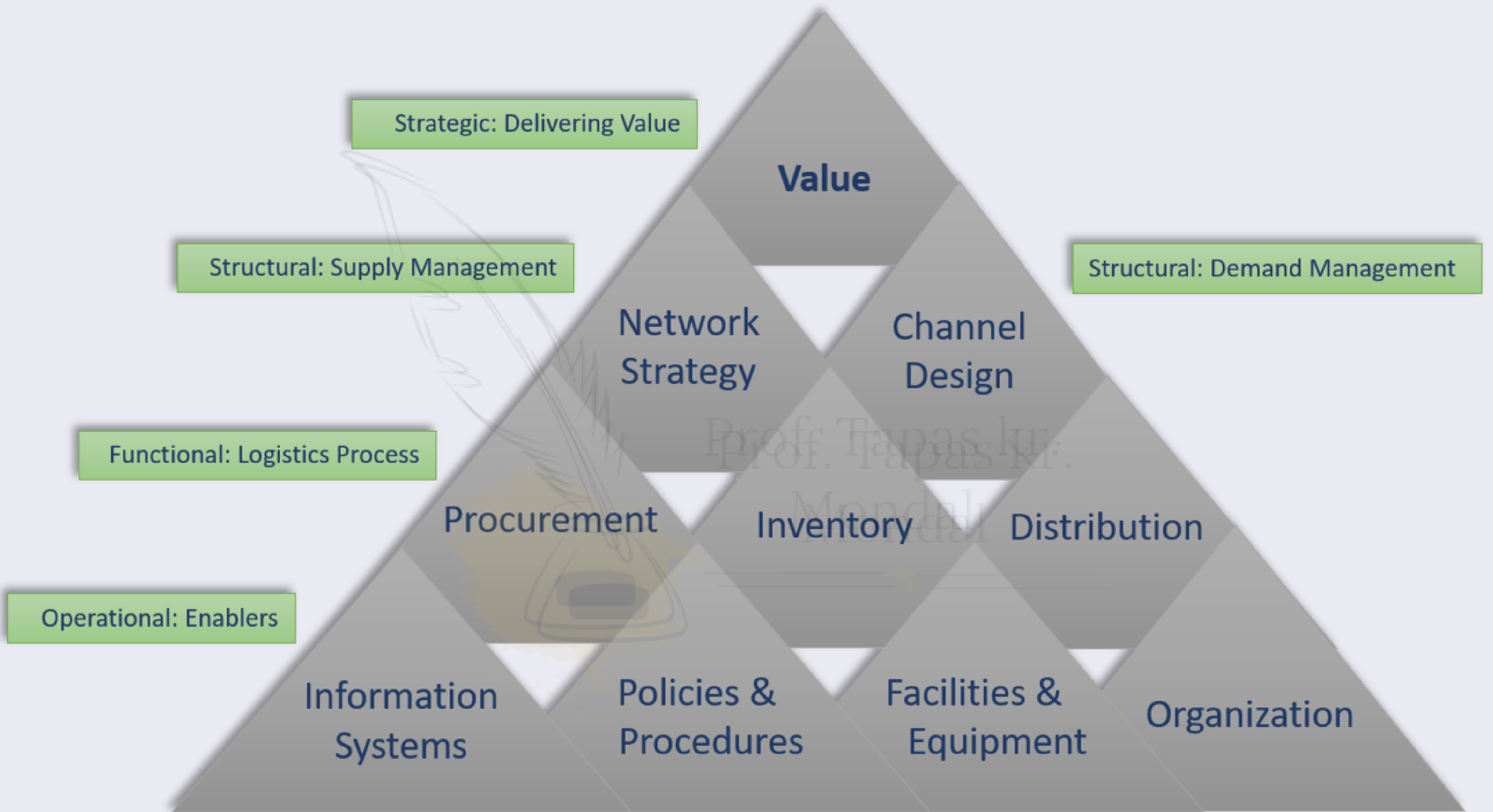
- 2.1 Strategic Perspectives on Value
- 2.2 Customer Perspectives on Value
- 2.3 Market Perspectives on Value
- 2.4 Trade-off Perspectives on Value

3. Responsibility

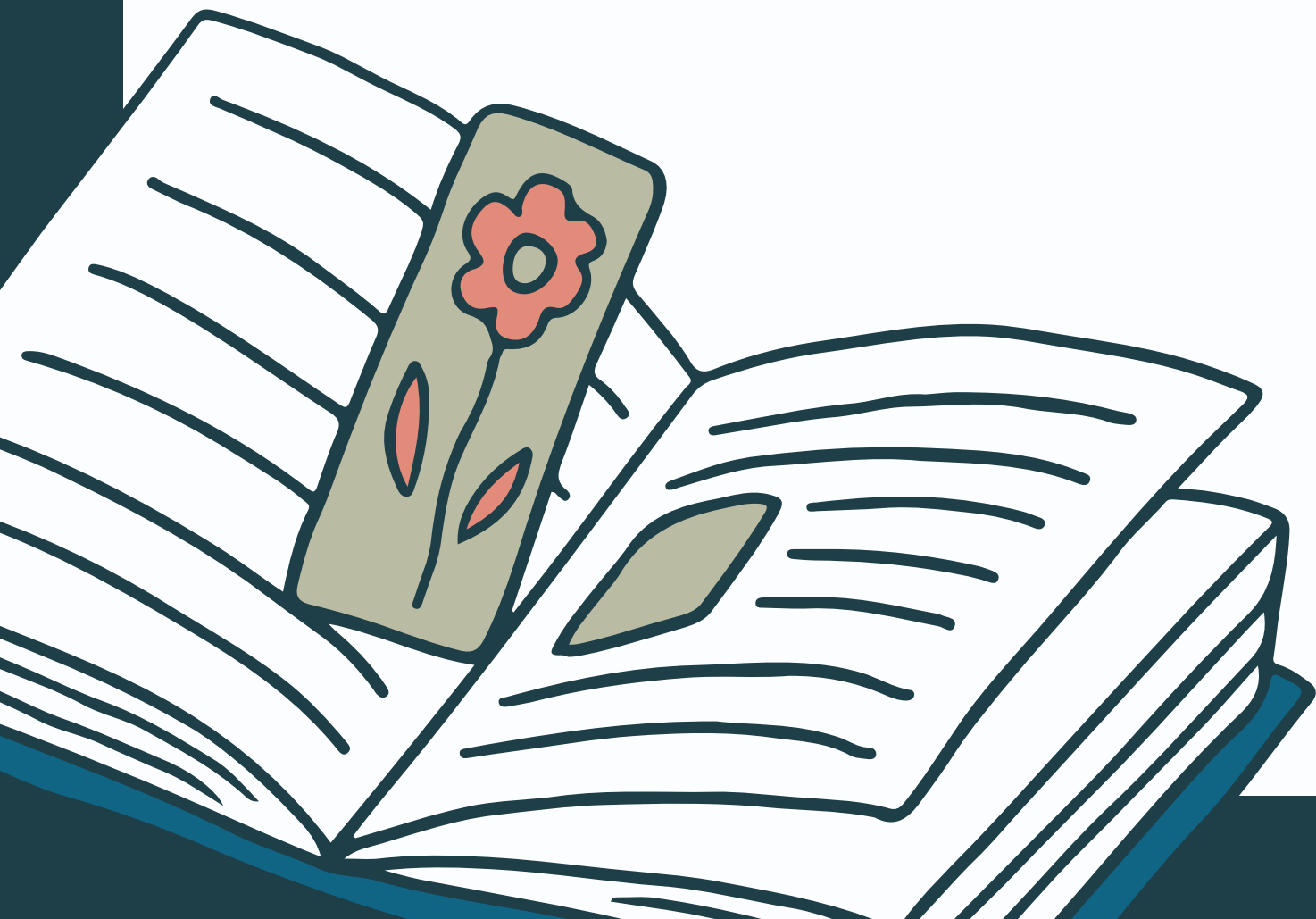
- 3.1 Contextual Foundations
- 3.2 Strategic POV: Business Engagement Architecture
- 3.3 Dynamics of Responsible Supply Chain Logistics
- 3.4 Circular Economy: Reverse Logistics

4. Leadership

- 4.1 Contextual Foundations
- 4.2 Strategic POV: Capacity to Lead
- 4.3 Market Dynamics: Disruptive Innovation
- 4.4 Disrupting SCL: Big Data
- 4.5 Contextual Leadership
- 4.6 Leading Through Action
- 4.7 Leadership Decision Tools



Thank You



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