Logistics and Supply Chain Competencies in Human Resource Management

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ABSTRACT

This study explains show a business with good logistics can keep track of product shipments and move products or information quickly. The aim is to meet customer demands while still making a satisfactory profit. Logistics means having the right thing at the right place, at the right time. Companies today place greater emphasis on logistics because; customer service and satisfaction has become the cornerstone of marketing strategy. Logistics is a major cost element for most companies.

Keywords: Major Cost Element, Product Shipments.

INTRODUCTION

E- Logistics is the art and science of management, engineering and technical activities concerned with requirements, design and supplying, maintaining resources to support objectives, plansandoperation—Fiercecompetitionintoday,,smarkethasforcedbusinessenterprisestoinve stin and focus on supply chains. The growth in telecommunication and transportation technologies has led to further growth of the supply chain. The supply chain, also known as the logistics network, consists of suppliers, manufacturing centers, warehouses, distribution centers and retail outlets, as well as raw materials, work-in-process inventory and finished products that flow between the facilities. The logistics management takes into consideration every facility that has an impact on cost. It plays an important role in making the product confirm to customer requirements. Alsoit involves efficient integration of suppliers, manufacturers, warehouses and stores and encompasses the firms "activities at many levels, from the strategic level through the tactical to the operational level". Logistics is a challenging and important activity because it serves as an integrating or boundary spanning function. It links suppliers with customers and it integrates functional entities across a company.

Nature and Scope of Marketing Logistics

In recent years "great emphasis" has been placed on looking at various aspects of management, and indeed the total management process, from a systems perspective. In its simplest terms this implies an approach to organization and decision-making in a company which emphasizes the relationships between the various functions and departments within the company, rather than the functions and departments per se as separate and discrete activities. There are obvious advantages in standardizing a product range from a manufacturing point of view, since this enables economies to be derived on the shop floor: long production runs are feasible, the number of different types of machines and operator skills is likely to be lower, and re- tooling becomes less of a problem.

Types of Logistics

Procurement logistics the process of providing the enterprise with material resources, the allocation of resources in the warehouses of the enterprise, storage and delivery into production. Industrial Logistics Materials Management, while passing through its production units, moving from the primary source of raw materials to finished products. Distribution logistics a complex of interrelated functions included in the distribution of material flow between the various wholesale purchases, i.e. in the wholesale trade.

Transport logistics management of cargo transportation

Information logistics the part of logistics, which is the link between supply, production and marketing of

products and organizes the data flow, which accompany the material flow in the process of being relocated.

Logistics Marketing

Reduces burden of back-office management

On the surface, the logistic function appears to be simple: sending physical packages from point A to point B. However, before each consignment is sent out on transit, there is paperwork, auditing and verification to be conducted and documented.3PL outsourcing service providers will have the necessary backend personnel and systems in place to take care of these procedures. From assigning a dispatch note and carrying out physical verification, to ensuring that all shipping papers are in order, logistics outsourcing can take care of the routine activities, sparing time for the business to focus on other priorities.

CONCLUSION

Logistics and supply chain management are observed as the areas in which logistics service providers, by virtue of their expertise, are able tooffer the most added values to transactions in the freight trade. Freight forwarders, as —logistics service providers, play an important role in supply chain management, as an increasing number of firms outsource their logistics function. These third party logistics providers are now becoming more involved in the design, management, and control of firms' supply chains. Asia-based regional logistics providers are the best equipped to manage supply chains in Asia as they are familiar with the context in which they operate. Third party logistics plays a pivotal role in the design and provision of an integrated supply chain that responds to the customers' needs. In order to help their customers, logistics service providers need to behave more like partners of their customers.

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