A study on logistics and supply chain management

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Abstract
Supply chain Management has assumed a significant role in firm’s performance and has Attracted serious research attention over the last few years. A literature review reveals a considerable spurt in research in theory and practice of SCM. Combining and informing on features of Supply Management and distribution Management. This integration has resulted in the concept of extended enterprise and the supply chain is now manifest as the collaborative supply chain across intercompany borders to maximize the value across the entire supply chain. A large number of research papers have been published in various journals in last two decades. In this paper an attempt is made to review the status of literature on Supply Chain Management. A literature classification scheme is proposed. A total of 588 articles from 13 refereed academic journals are classified into articles in five methodologies i.e. Exploratory, Normative, Methodology, Literature Review and Hypothesis testing. This literature review finds that exploratory type of research is mostly preferred it is expected that with the maturity of SCM the hypothesis testing method will pick up. The articles are further categorized in fifteen categories on the basis of content analysis. Based on this review, some possible research issues are identified.

Keywords
Logistics, supply chain management.

1. Introduction
Logistics is generally seen as a differentiator in terms of the final bottom line of a typical “hard and tangible goods” organization; enabling either a lower cost or providing higher value. While a lower cost is mostly a one-time feel good factor and has been the traditional focus area in logistics, high value comes into the picture much later and may be tangible or intangible in a good’s initial stages. So while an organization like Zippos may look costly at a first glance, the extraordinary customer service due to robust policies is a value which more than offsets the slightly higher cost. Logistics is concerned with both materials flow and information flow. While the materials flow from the supplier to consumer, the information flows the other way round. It is not only concerned with inventory and resource utilization, customer response also falls under the ambit of logistics. In simple terms, logistics can be seen as a link between the manufacturing and marketing operations of a company. The traditional organizations used to think of them separately, but there is a definite value addition in integrating the two due to the interdependence and feedback channel between the two. The level of coordination required to minimize the overall cost for the end consumer gets tougher to achieve as the number of participants in a supply chain increase, as an extremely efficient flow of material and information is required for optimization. Logistics cover the following broad functional areas: network design, transportation and inventory management. Manufacturing plants, warehouses, stores etc. are all facilities which form key components in the network design. Transportation: the cost and consistency (reliability) required out of the transportation network determines the type and mode of the movement of goods and also affects the inventory. Buffer (or safety) stock is the reserve stock held to safeguard against shortages or unexpected surge in demand, to avoid “Stock-outs”. Fewer inventories with negligible stock-outs — the hallmark of an efficient logistical system.
2. Review of Literature

1. Novak & Simeco 1991 “The supply chain management covers the flow of goods from supplier through manufacturer and distributor to the end-user”.

2. Cooper & Ellram 1993 “SCM is an integrative Philosophy to manage the total flow of distribution channel from the supplier to ultimate user”.

3. Handfield & Nichols 1999 “A supply chain encompasses all activities associated with the flow and transformation of goods from the raw material stage, through to the end users, as well as the associated information flows”.

4. Chopra & Meindl 2001 “A supply chain consist of all stages involved, directly or indirectly in fulfilling a customer request.

3. Objectives

1. To reach out to relevant aspirants who are working in the organised / un-organised areas of the Logistics & Supply chain or related industries who wish to move to managerial positions.

2. To reach out to professionals in other industries who wish to build careers in Logistics & Supply chain.

4. Research Methodology

The study focuses on wide study of secondary data collected from various books, National & international Journals, published government reports, publications from various websites which focused on various aspects and important of Goods and Service tax.

5. Findings

- Solving supplier’s problems and beyond his level.

- Customer service performance improvement.

- Reduction of pre & post production inventory.

- Minimizing variance by means of activities like standardization, variety reduction, etc.

- Minimum total cost of operation & procurement.

- Product Quantity control.

- Achieving maximum efficiency in using labour, capital & plant through the company.

- Flexible planning and control procedures.

6. Conclusion

This convergence has created unprecedented opportunities for suppliers from low-cost areas of the world. With reduced trade barriers, access to technologies and modern management methods, increased training in English, better educated and more skilled workforces, easy access to the Web to advertise their products, learn about competitors, and bid on jobs all over the world, and the availability of overnight delivery, they can now compete with SMEs in the United States in terms of cost, delivery, quality, service, technology, and all of the other requirements of integrated supply chains. Engage in meaningful strategic planning, not just budgeting, increase their financial, managerial, and technological strengths, add value to their products and integrate more closely with their customers, integrate their own supply chains to reduce costs and improve performance.