



Param Pujya Dr. Babasaheb Ambedkar Smarak Samiti's

Dr. Ambedkar Institute of Management Studies & Research

Deeksha Bhoomi, Nagpur - 440010 (Maharashtra State) INDIA

NAAC Accredited with 'A' Grade

Tel: +91 712 6521204, 6521203, 6501379

Email: info@daimsr.in

Reverse Logistics

For Internal Circulation and Academic
Purpose Only


Programme Educational Objectives

- *Our program will create graduates who:*
- *Will be recognized as a creative and an enterprising team leader.*
- *Will be a flexible, adaptable and an ethical individual.*
- *Will have a holistic approach to problem solving in the dynamic business environment.*

Sales and Distribution Management

Course Outcomes

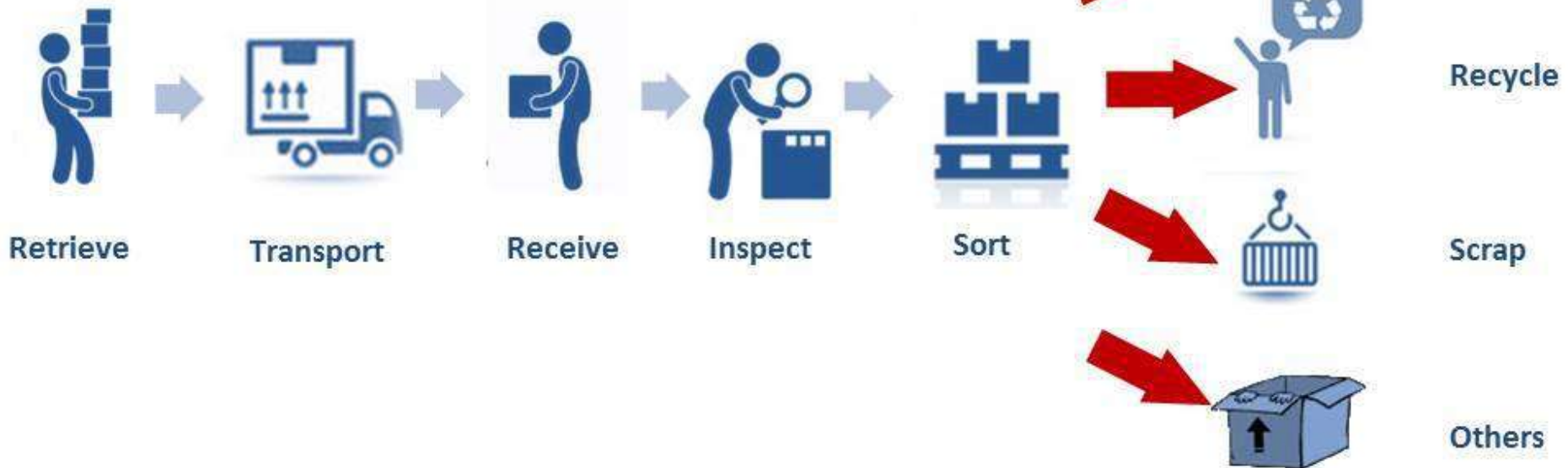
- CO1- Given a situation of Festival, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company.
- CO2- Given a situation of opening a new outlet, student manager will be able to draft a sales plan.
- CO3- Given a situation of Selling products / services, student manager should be able to explain Personal Selling Process.

- 
- CO4-Given a criteria of newly launched company, student manager should be able to design an effective Sales Compensation Plan for Sales Executive.
 - CO5-Given a criteria of distribution channel of a company, student manager should be able to outline different levels of Marketing channel used by the company.
 - CO6-Given a situation, student manager should be able to explain the process of Reverse Logistics.

Reverse Logistics

- Reverse Logistics as the name denotes, deals with the planning, process and flow of finished goods inventory, packaging materials and parts of finished product back from end customer to the product company as sales return or warranty return or unsold inventory with trading partners.

Reverse Logistics Services



Reasons for Reverse Logistics

- **RETURN OF GOODS FROM CUSTOMER FOR NON PERFORMANCE**
- **SHORT TERM RENTAL RETURNS**
- **RETURNS SENT TO MANUFACTURER FOR REPAIRS / RE-FILLING**
- **REUSABLE CONTAINERS / PACKAGES**
- **RETURN OF INPUTS NOT USED BY MANUFACTURER / GOODS NOT SOLD BY DISTRIBUTORS**
- **EXCHANGE OF NEW PRODUCT FOR THE OLD ONES**
- **GOODS SENT FOR UP- GRADATION / MODIFICATION**
- **RECYCLING OF PRODUCT**

Differences Between Forward and Reverse Logistics

Forward

- Product Quality Uniform
- Disposition Options Clear
- Routing of Product Unambiguous
- Forward Distribution Costs More Easily Understandable
- Pricing of Product Uniform
- Inventory Management Consistent
- Product Life Cycle Manageable
- Financial Management Issues Clearer
- Negotiation Between Parties More Straightforward
- Type of Customer Easy to Identify and Market to
- Visibility Of Process More Transparent

Reverse

- Product Quality Not Uniform
- Disposition Not Clear
- Routing of Product Ambiguous
- Reverse Costs Less Understandable
- Pricing of Product Not Uniform
- Inventory Management Not Consistent
- Product Lifecycle Less Manageable
- Financial Management Issues Unclear
- Negotiation Less Straightforward
- Type of Customer Difficult to Identify and Market to
- Visibility of Process Less Transparent