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# Logistics & Logistics Management

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.

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- 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.

# Content

- What is logistics & logistics management?
- Activities involved in logistics management
- Types of logistics
- Objectives of logistics
- Logistics has gained importance

# What is logistics & logistics management?

## **Logistics(CSCMP definition)**

The planning, execution, and control of the movement / placement of goods and / or people, and the related supporting activities, all within a system designed to achieve specific objectives.

## **Logistics Management**

"Logistics management is that part of supply chain management that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customers' requirements"

# Main fields within logistics

- Procurement Logistics
- Production Logistics
- Distribution Logistics
- Disposal Logistics



# ACTIVITIES INVOLVED IN LOGISTICS MANAGEMENT

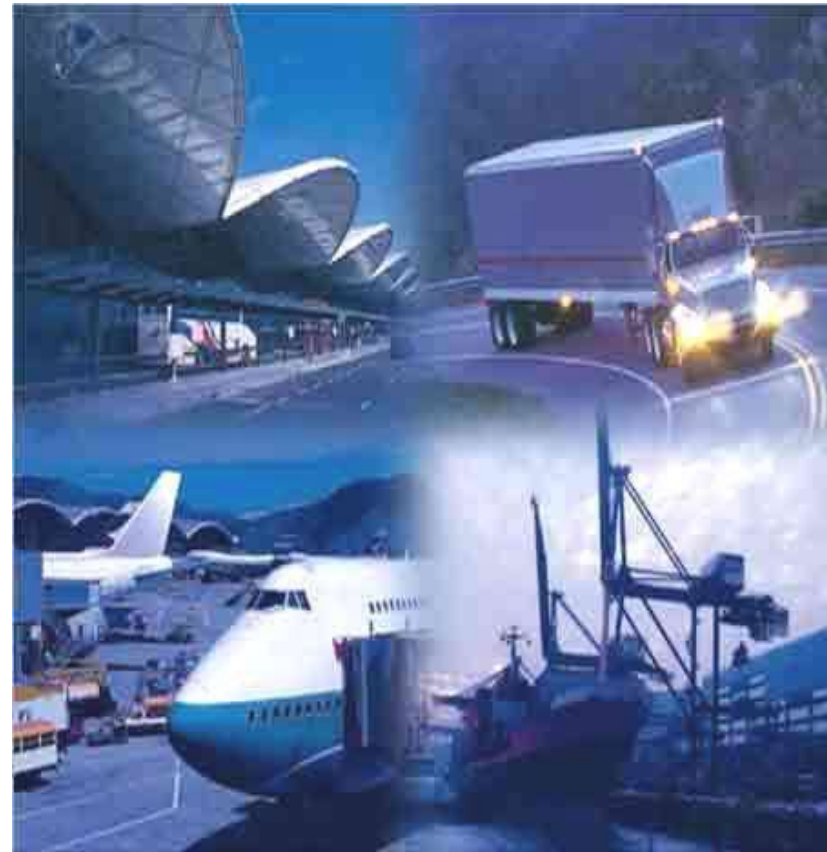
- Order processing
- Inventory management
- Material planning
- Warehousing
- Transportation.





# TYPES OF LOGISTICS

- Inbound Logistics
- Outbound Logistics
- Third Party Logistics
- Fourth Party Logistics
- Reverse Logistics



## 7 RIGHTS' OF LOGISTICS MANAGEMENT



# OBJECTIVES OF LOGISTICS

## OPERATING OBJECTIVE:

- Rapid response
- Minimum variance
- Quality



# Logistics has gained importance

- Raise in transportation cost.
- Production efficiency is reaching a peak
- Fundamental change in inventory philosophy
- Product line proliferated
- Computer technology
- Reduction in economic regulation

# Importance of logistic

- Maintaining competitive advantage
- Good consumer relationship
- Creating finished goods
- Providing organization

