



SNS College of technology Coimbatore

23BAE743 – LOGISTICS AND SUPPLY CHAIN MANAGEMENT

DR.K.Mohan kumar phd



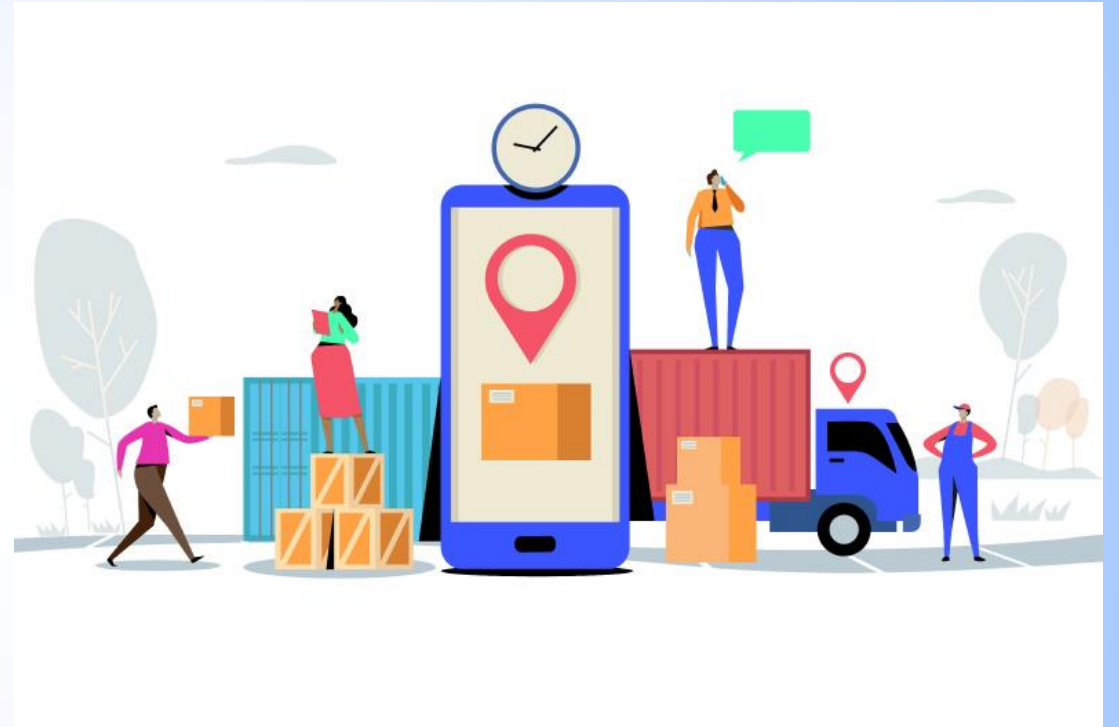
UNIT 1

INTRODUCTION TO LOGISTICS MANAGEMENT



Logistic in simple terms

Logistics refers to the strategic movement of goods and services from one place to another.





Definition of Logistics

Logistics refers to the process of managing resources, including how they are transported, stored and received. Logistics often goes hand in hand with the global supply chain.





What Is logistics ?

Logistics is the process of coordinating how goods and products are obtained, stored and distributed. Manufacturers rely on logistics while overseeing complex operations in order to maintain efficiency, reduce costs and ensure that consumers' needs are met.

Quiz time !!

What is logistics? (Choose the most complete definition.)

- A . The system of creating plans for an organization.
- B. The study of Logarithms within Calculus.
- C. Managing the flow and storage of goods from their point of origin to the point of consumption.
- D. The implementation of policies and procedures.

ANS:C. Managing the flow and storage of goods from their point of origin to the point of consumption.





THANK YOU!