



SNS College of Technology Coimbatore

23BAE743 – LOGISTICS AND SUPPLY CHAIN MANAGEMENT

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Important Of Logistics Management

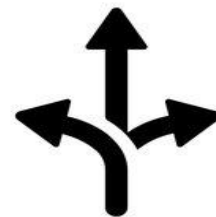
It encompasses planning, implementing, controlling, monitoring, and evaluating all aspects of logistics operations. Logistics management and supply chain management are essential for almost all businesses, regardless of size and type. The **importance of logistics management in business** can be summarized as:

- 1. Scalability and Flexibility
- 2. Improved Product Delivery
- 3. Data Analysis and Decision Making
- 4. Enhanced Visibility
- 5 Optimized Inventory Levels and Order Management



SCALABILITY AND FLEXIBILITY

It enables businesses to scale operations up or down based on demand and market conditions, ensuring that resources are allocated efficiently.



FLEXIBILITY



IMPROVED PRODUCT DELIVERY

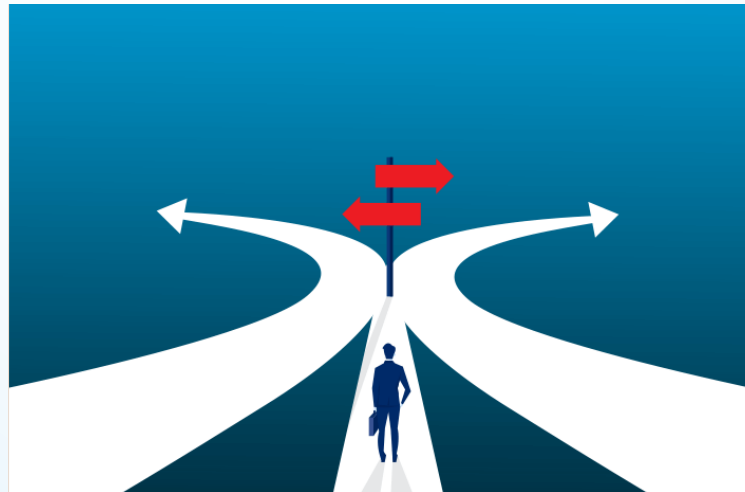
The importance of integrated logistics management is showcased by the fact that is essential to the timely delivery. It chooses a group of qualified personnel to supervise all incoming and outgoing movements of products. Products are sent quickly and safely to ensure delivery at the appropriate time, location, and manner.





DATA ANALYSIS AND DECISION MAKING

Logistics management involves analyzing data related to transportation, inventory, and other logistics activities to make informed decisions and improve processes.





ENHANCED VISIBILITY

The use of logistics in SCM helps to increase visibility in general. It makes it simple to monitor every step of the supply chain, from production to delivery to warehousing to transportation. Monitoring the flow of goods from supplier to the customer will also ensure just-in-time delivery. A solid logistical system enhances a company's reputation and increases its market value.



Optimized Inventory Levels and Order Management

Logistics professionals are well-equipped to develop strategies for tracking inventory levels and ensuring that the right amount of goods are available when needed. It also facilitates the quick processing of consumer orders. Logistics management uses various data processing methods, allowing the task to be completed effectively. Each order is appropriately managed by enhancing the client experience, from the point of sale to the ultimate delivery location.



QUIZ TIME !!

What is the primary goal of logistics management?

- a) Maximizing profit
- b) Minimizing lead time
- c) Reducing customer complaints
- d) Optimizing supply chain operations

Answer: d) Optimizing supply chain operations



THANK YOU!