



## CURRENT PERSPECTIVE ATMOSPHERE OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT IN INDUSTRIES

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### **Abstract**

*The purpose of this paper is to examine the current atmosphere of logistics and supply chain management in the industries that cater to global consumer needs. The production and marketing strategies depend on the requirements of consumers and how they incorporate this product in their daily lives. Companies face pressure from public and private organization to transform their supply chain globally. The logistics technology focuses on global features and content, highlighting key areas where change is occurring. This paper provides a meaningful perspective on how current and future logistics and supply chain management be impacted.*

**Keywords:** *Logistics and supply chain management, Consumer needs Production and marketing strategy, Current atmosphere in industries, perspective impact.*

### **Introduction**

Welcome to the introduction of this paper. In this section, we will provide an overview of the topic and highlight the key areas that will be discussed in detail. The purpose of this paper is to examine the current state of logistics and supply chain management in global industries and how it impacts consumer needs. We will explore the production and marketing strategies that companies use to meet the requirement soft heir customer sand the pressure that they face to transform their supply chain globally. Additionally, we will highlight the role of logistics technology in driving change and provide in sights into how current and future logistics and supply chain management practices may evolve globally as per the consumer demands.

### **Aim**

The aim of this paper is to analyse the present state of logistics and supply chain management in industries that serve global consumer needs. The production and marketing strategies are determined by the consumers 'requirements and how they Utilize these products in their daily routine. Companies face pressure from various organizations to transform their supply chain globally .The logistics technology emphasizes global features and contents, highlighting the key areas where changes are happening. This paper offers an impartial perspective on how current and future logistics and supply chain management could be influenced.

### **Objective**

The objective of this paper is to analyse the current state of logistics and supply chain management in industries catering to global consumer demands. The production and marketing strategies are influenced by the consumers' needs and their usage of the products in their daily lives. Companies are under pressure from various organizations to revamp their supply chains on a global scale. The logistics technology focuses on global aspects and contents; highlighting the key areas where changes are taking place. This paper presents an impartial perspective on how current and future logistics and



supply chain management could be affected.

### **Methodology**

An extensive analysis was conducted on previous academic years to investigate the research methods used in supply chain management [SCM] and determine how our current knowledge of SCM has been generated. This study is based on secondary data. It has been collected from various websites.

### **Current Trends of Logistics and Supply Chain Management in Industries**

The logistics and supply chain management industries are currently influenced by various trends based on consumer demands in the market. In this detailer write, we will explore each trend in more detail

**Blockchain Technology:** Block chain technology has gained wide spread adoption in various industries, including logistics and supply chain management. Implementing Block chain technology can help manage and process data more efficiently, reducing the risk of fraudulent activity. Koopmans Logistics is an excellent example of a company that has successfully implemented block chain technology. The company used Bit coin block chain to deliver automotive vehicles without paper work, which increased transparency and efficiency and reduced processing time.

**E-commerce Logistics:** With the exponential growth of the ecommerce industry, it is expected that e commerce logistics will reach \$524 billion by 2025. The e Commerce channel is projected to grow by 60% or more, according to a poll conducted by Peerless Research Group. To meet this growing demand, logistics and supply chain management companies are investing in technologies such as automated warehouses, drones, and robots to improve efficiency and reduce costs.

**Digital Training Solutions:** The demand for Commerce solutions has led to the hiring of professionals to manage this growth. However, on boarding and uplifting these professionals can be a challenge. Digital training solutions have been introduced to address this issue, allowing businesses to hire, recruit and train professionals more efficiently. Amazon hired nearly 175, 000 temporary employees during COVID-19 and has since hired nearly 2,800 workers every day since July 2020. Digital training solutions can help these employees get up to speed quickly and improve their skills, leading to increased productivity and efficiency.

**Warehouse automation:** Warehouse management is a crucial aspect of logistics and supply chain strategies. Old-school manual methods are time-consuming and costly, which is why warehouse automation has become more prevalent. Automation technologies such as robotic arms, automated guided vehicles, and automated storage and retrieval systems are expected to become more widely used in 2023 and beyond. Amazon has invested in warehouse automation and expects to save \$18 billion in warehouse operating costs. Warehouse automation can help reduce processing time, increase accuracy, and improve overall efficiency.

**Supply chain visibility:** Supply chain visibility is essential for forecasting potential issues and optimizing operations. It enables businesses to forecast revenue/expenditures scenarios and make informed decisions. Supply chain visibility allows companies to manage procurement, manufacturing, transportation, and delivery operations effectively by providing real-time data. This real-time data helps businesses make timely decisions and respond to potential issues before they become major problems.



**Lean logistics:** Lean logistics is an approach that aims to increase efficiency and reduce time waste by implementing an open platform that encourages team members to speak out and share their ideas on how to optimize processes. This approach spreads awareness about the importance of productivity and costs in the organization and encourages teams to optimize processes further. Lean logistics can help businesses increase efficiency, reduce costs, and improve overall performance.

**SaaS in the supply chain:** The Software-as-a-Service (SaaS) model offers safety and security to organizations, and they only pay for the services they use. Companies can free themselves from extra costs such as system maintenance, constant updates, and infrastructure costs by opting for cloud-based transportation management software. Supply-chain-as-a-service is another new concept gaining traction in the industry. SaaS in the supply chain can help businesses reduce costs, increase efficiency, and improve overall performance.

### **Covid-19 Impact of Global Consumer Needs in Market**

The pandemic has impacted every part of the value chain, exposing risks and gaps in many organizations. As COVID-19 continues to affect the global supply chain, businesses need to build resilience into their supply chains for the future. Here are some major disruptions that have affected supply chains and some strategies that organizations are using to build resilience and agility.

**Logistics Disruption:** COVID-19 has caused global logistics disruptions, limiting access for businesses to import products and refill their inventory stocks. To become less reliant on regional and global supply chains, companies should redesign alternative supply chain flows, build inventory storage capabilities closer to their customers, and determine how to best enhance last-mile deliveries and returned goods.

**Production Delays:** The pandemic has intensified the focus on supply chain evaluation and evolution, shaping more resilient and cost-effective supply chains.

**Overreliance on a Limited Number of Third Parties:** Businesses can build greater agility and resilience into their supply chains by identifying alternative trading partnerships and working with providers who offer new capabilities as a service. New technologies, such as trading systems, planning and analytics capabilities, and additional logistics requirements, provide variable cost solutions, enabling increased flexibility and better cost control.

More investment in technology to automate the supply chain and improve visibility across extended supply chains expected in 2022.

Supply chain and procurement professionals need to have a deeper understanding of commodities to leverage the necessary levers and understand the right purchase price. Teams are focusing on digital transformation and technology to enable efficient in sights-driven decision-making.

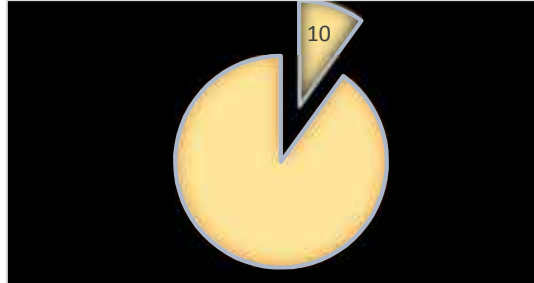
Organizations are facing labour market shortages and need to rethink their approach to recruiting and engaging Generation Z, who will form a significant part of the workforce in the near future. Modern operations demand a blend of both physical and technological skills.



### Top Rated Logistics in India

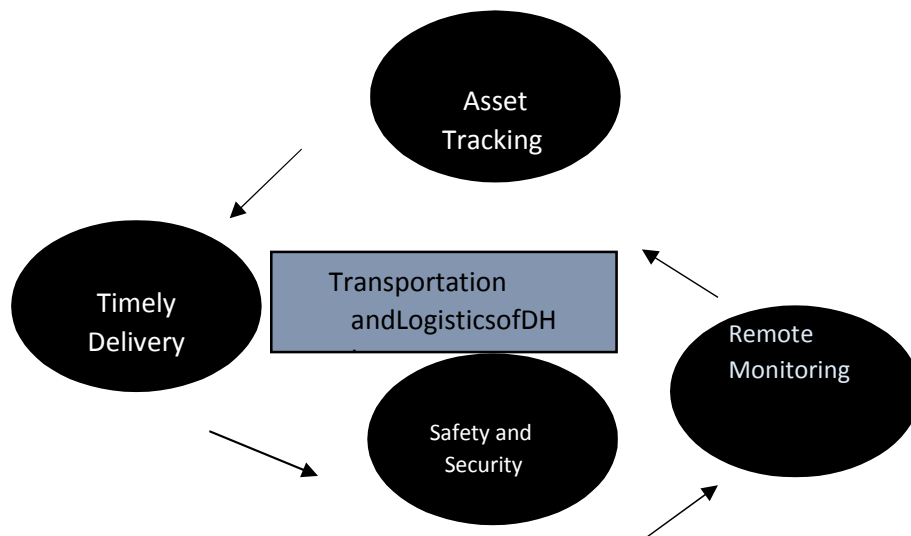
**FM Logistics:** It is a subsidiary of FM logistics, is committed to providing top-notch logistics services that empower businesses across various industries. With over 90 strategically located warehouses across 30+ locations in India, we offer warehousing and distribution solutions that are tailored to meet that unique needs of our clients.

**Mahindra Logistics:** Its among the leading third-party logistics companies in india.They provide a comprehensive range of services, including transportation and supply chain services. With a presence in over 500 locations, Mahindralogistics has served more than 400 reputed brands.



**GROWTH**

**DHL Logistics:** DHL, founded in 1969, is a global provider of supply chain solutions and courier services operating in over 220 countries worldwide. The company is renowned for its well-structured fulfillment services, and with more than800 fulfillment centers worldwide, DHL assists e Commerce businesses in reaching their customers quickly and at a lower cost.



### AI in Logistics Industries:

The logistics industry is experiencing a revolutionary change with the implementation of AI technology. Companies are now able to automate their processes and obtain more accurate data ,leading to increase efficiency and reduced



costs. Managing logistics is a complex process, and AI powered solutions can help reduce in efficiencies and drive business growth

### **Enhancing Logistics Operation**

Advancements in machine learning, computing power, and big data analytics have made it possible to use AI in logistics. With AI, machines can sense, comprehend, learn, and act at human-like levels, making it an invaluable tool for optimizing logistics operations.

### **Improving Forecast Accuracy**

One of the most significant advantages of using Artificial Intelligence in logistics to predict future trends accurately. AI algorithms can analyze past data and make precise predictions about future demand. this allows businesses to optimize their inventory levels ,reduce operational costs, and enhance overall efficiency.

### **Advanced Warehouse System**

Smart warehouse systems absolutely revolutionize the logistics industry by leveraging cutting-edge technologies such as AI, IOT, and cloud computing to optimize operations and deliver superior results.

### **Conclusion**

In 2024, logistics trends will continue to evolve to keep pace with global economic and technological advancements. Automation, real-time tracking, and dealing with labour shortages will be the top priorities for logistics industries. To remain competitive, logistics leaders must embrace new technologies, streamline manual processes, and incubate big data, Iot ,and omni channel solutions for the future. Despite the disruptions caused by the covid-19 period of 2020, 2021, and 2022, the logistics industry is ripe for digital transformation and new opportunities. The industries ready to

Better equipped and resilient to supply chain shocks .We are confident in our ability to navigate through 2023 and beyond, and we encourage other companies to consider how the emerging logistics trends will impact their business.

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