



Dr. V.S. KRISHNA GOVT. DEGREE COLLEGE

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DEPARTMENT OF COMMERCE



GUEST LECTURE
ON
LOGISTICS 06-07-2022
BY



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LOGISTICS

Logistics is the process of planning, implementing, and controlling the efficient flow and storage of goods, services, and information from the point of origin to the point of consumption. It encompasses a range of activities including transportation, inventory management, warehousing, packaging, and often involves the coordination of various stakeholders such as suppliers, manufacturers, distributors, retailers, and customers.

Efficient logistics is crucial for businesses to meet customer demands, minimize costs, and maximize profitability. It involves optimizing routes, modes of transportation, and inventory levels to ensure timely delivery while minimizing waste and reducing environmental impact. With the rise of globalization and e-commerce, logistics has become even more complex, requiring advanced technologies such as GPS tracking, inventory management software, and predictive analytics to streamline operations.

Ultimately, effective logistics plays a vital role in supply chain management, helping businesses gain a competitive edge by delivering products and services to customers faster, cheaper, and more reliably than their competitors.







Here are some key takeaway points on logistics:

1. **Definition:** Logistics is the process of planning, implementing, and controlling the efficient flow and storage of goods, services, and information from the point of origin to the point of consumption.
2. **Components:** It encompasses various activities including transportation, inventory management, warehousing, packaging, and information management.
3. **Importance:** Efficient logistics is crucial for businesses to meet customer demands, minimize costs, and maximize profitability.
4. **Supply Chain Management:** Logistics plays a vital role in supply chain management by ensuring the smooth movement of goods and information between suppliers, manufacturers, distributors, retailers, and customers.
5. **Optimization:** Logistics involves optimizing routes, modes of transportation, and inventory levels to ensure timely delivery while minimizing waste and reducing environmental impact.
6. **Technology:** Advanced technologies such as GPS tracking, inventory management software, and predictive analytics are essential for streamlining logistics operations and improving efficiency.

7. **Globalization and E-commerce:** With the rise of globalization and e-commerce, logistics has become more complex, requiring innovative solutions to manage the increased volume of shipments and meet evolving customer expectations.
8. **Competitive Advantage:** Effective logistics can provide businesses with a competitive edge by delivering products and services to customers faster, cheaper, and more reliably than their competitors.