

## **LOGISTICS IN MARKETING**

What Is Logistics? Logistics can be classified as an enterprise planning framework for material management, information, service and capital flows. Logistics when seen in the context of the modern day prevalent work environment also includes information that is are essential for efficient working of the organization.

Logistics has evolved as a common and well-known business concept because of the ever increasing complexities of modern day business. The primary goal of logistics is to effectively manage the project life cycles and resultant efficiency. This has greatly evolved with a logistics manager's role in efficiently designing the products of the company keeping in view the principle of efficient system of supply chain management.

Logistics is a mixture of several professional disciplines, such as: 1. Planning 2. Controlling 3. Directing 4. Coordination 5. Forecasting 6. Warehousing and transportation 7. Facility location 8. Inventory management.

Marketing Logistics. Logistic managers are given the task of marketing logistics as well as communicating logistics with a purpose of positioning logistics in the present competitive environment. The cut-throat competition so commonly associated with many current organizations has caused most businesses all over the world to remain proactive and any organization which ignores the importance of logistics has to blame itself. The entire purpose of logistics is defined when the logistics managers start to take marketing initiatives.

Logistics and marketing management are concerned with the effective flow of products and services in the economy and pertain to the distribution of both consumer and industrial goods. Marketing is considered to be a vital part of an economy and there is a need for an efficient marketing system which can ensure that all marketing activities are carried out in accordance with the predefined goals of the business.

A developed economy or an economy which is expanding its horizons for its

overall development requires the integration of both logistics and marketing. This greatly influences the facilitation of the concepts of logistics and marketing. There is interplay between flow-oriented logistics and the market-oriented concept of marketing. Thus, the manufacturer of a product is benefited in such a way that he is enabled to increase the informational and material properties of the product as evaluated by the end-consumer. This integration also helps in stimulating the emergence of marketing logistics within the logistics structure to provide the customer with a wide range of options.

Proper Logistics Transport. In the current scenario of serious competition in the global business environment, an effective and efficient logistical system is a must for providing and delivering quality products to the point of destination. The organization must be vigilant enough to eliminate any inefficiencies and improve their operational performance on a regular basis. Any organization, whether big or small, can benefit from a proper logistics transport system.

What are the available ways of acquiring transportation? There are three possible ways of acquiring transportation, namely: 1. Purchase the vehicles for transportation. 2. Lease or hire the vehicles. 3. Use a distributor or a courier company for movement of goods.

Logistics involve all steps in the process of providing and delivering raw materials, semi-finished and finished goods from the origin to the destination.

How can effective transportation and logistics system help your business? An effective logistics system is likely to benefit the prospects of the company. This may lead to cost savings, enhanced efficiency and reduction in the levels of inventory on hand.