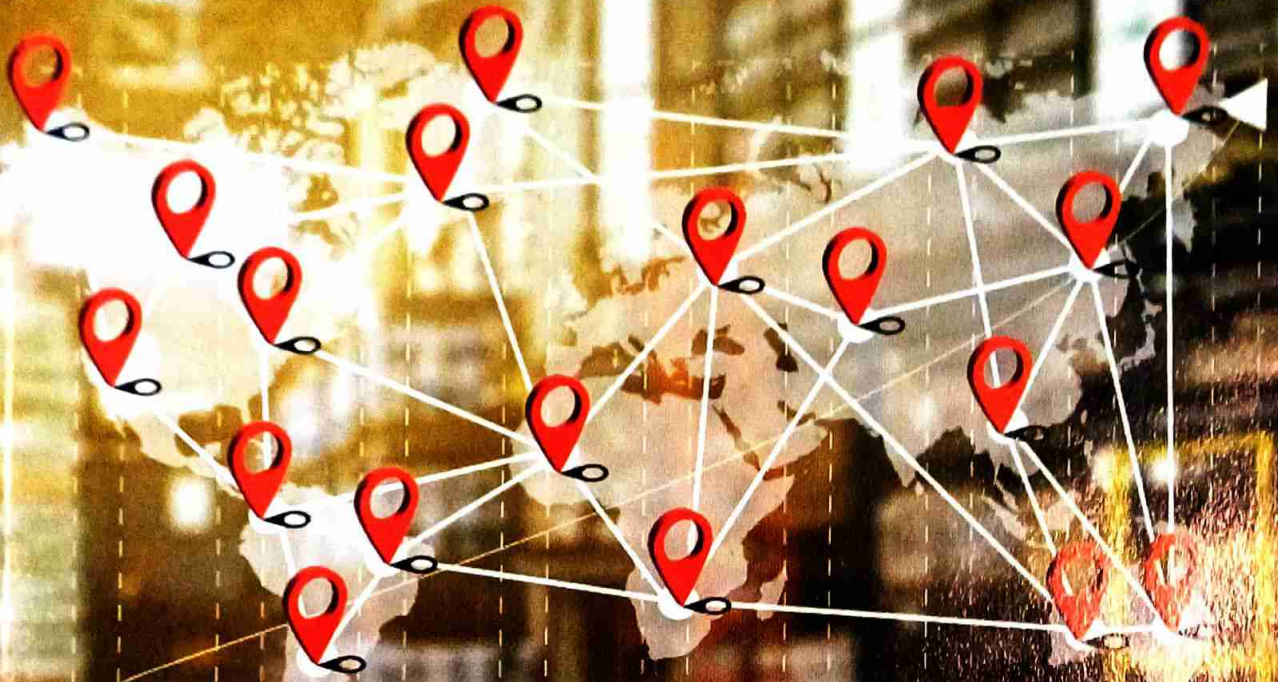




BBA
Sixth Semester
KANNUR UNIVERSITY



LOGISTICS MANAGEMENT

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LOGISTICS MANAGEMENT

**VI SEMESTER
BBA (6B17BBA)
KANNUR UNIVERSITY**

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Chapter I

INTRODUCTION TO LOGISTICS MANAGEMENT

LEARNING OBJECTIVES

- To describe the concept of Logistics Management
- To understand the progress to logistics and current trends
- To learn the objectives of logistics management
- To understand the difference between logistics and supply chain management
- To learn the concept of integrated logistics and objectives

INTRODUCTION

Logistics management is the process of strategically managing the procurement, movement and storage of materials, parts and finished inventory, and the related information flow through the organization and its marketing channels in such a way that the current and future profitability are maximized through the cost effective fulfilment of orders.

Logistics management involves planning, controlling and implementing of the movement and storage of goods and services from the point of origin to the ultimate customer. It enables organisations to cut down on expenses and strengthen customer satisfaction.

The term 'logistics' was originated from military-based that involves how military personnel procured, stored and moved army equipment and supplies. Now the term logistics extensively used across the business industry, especially by organisations in the manufacturing sectors.