



EXPORTERS EXPERIENCES IN IMPLEMENTING LOGISTICS SUPPLY CHAIN MANAGEMENT WITH SPECIAL REFERENCE TO TIRUPUR GARMENT INDUSTRIES

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Abstract

The logistics supply chain of a company now plays a significant role and is a crucial strategic resource in achieving the strategic goals. In an effort to maximize profits while maintaining customer happiness, many businesses are putting logistics supply chain management strategies into practice. The study's goal is to concentrate on the cutting-edge supply chain management tactics used by Tiruppur city's exporters in the apparel industry. Based on the stated objectives, a systematic research technique was used to gather the necessary data from the resources at hand and evaluate it using the appropriate statistical tools. The study shows that the Tiruppur garment exporters have used a standardized and systematic supply chain strategy as well as an outsourced logistics system for their company. Every day, more opportunities arise for international trade. It raises awareness of the benefits of adopting a methodical supply chain approach, which promotes corporate success. This particular study also demonstrates that a few services aid exporters in stabilizing their operations for the benefit of their companies. Additionally, it makes space for upcoming research initiatives.

Keywords: *logistics companies, garment industries, functions and types, logistics services.*

1.1 INTRODUCTION:

Transportation of items (merchandise) from suppliers' producing locations to consumers' consumption locations in a safe, timely, efficient, and cost-effective manner is referred to as logistics. In general, its goal is to deliver the appropriate materials at the appropriate time to the correct location. Logistics is the overarching "pipeline" or "thread" that organizes and plans the shipping of goods to clients all over the world. When military officers with the title "Logistica" were tasked with delivering services linked to the supply and distribution of resources during the ancient wars of the Greek and Roman empires, this is when logistics as we know it today was born.

This was done to make it easier for the soldiers to transition from their base position to a new forward position, which could be a key role in determining how a conflict turns out. This included protecting one's own supply locations and inflicting harm on the enemy's supply locations. As a result, a system that is comparable to the logistics management system used today was developed.

The Second World War (1939–1945) saw a significant evolution in logistics. The German army was unable to handle the army logistics of the United States and its allies. The German military's supply points suffered significant damage, making it impossible for Germany to inflict the same damage on its adversary.

1.2 OBJECTIVE OF STUDY

The Objectives of the study are as follows:

- To know about Logistics Industries.
- To study the innovative logistics supply chain strategy adopted by garment industry export units.
- To identify the major logistics services to exporters.
- To examine the shipping and logistics operations of the exporters.
- To know about seven rights of logistics.

1.3 SEVEN RIGHTS OF LOGISTICS:

1.Right product. Make sure that your logistics services and solutions streamline delivery processes for your company and benefit your clients.

2.Right customer. Implement the finest logistics plan to deliver shipments to your clients after conducting research to better understand them.

3.Right price. Decide on the appropriate delivery service pricing so you can turn a profit and maintain your company.

4.Right quantity. To meet demand, save money, and operate more effectively, produce and ship the appropriate quantity of your goods, also referred to as your economic order quantity (EOQ).

5.Right condition. Deliver your products safely and with top-notch quality until they reach your customers.

6.Right time. Deliver your goods in a secure manner and at the highest level of quality till they reach your clients.

7.Right place. To ensure that your goods is delivered to the intended location, use a great delivery system that includes location tracking.

1.4 SCOPE AND LIMITATIONS:

The study makes it possible to comprehend shipping operations and the variables that affect the frequency of exports. It also aids in understanding the challenges faced by exporters and distributors and allows them to solve those challenges. Only the city of Tirupur is included in the study. The study's conclusions are relevant to the majority of the population in the study area.

1.5 RESEARCH METHODOLOGY

The following research methodologies, tools, and procedures were used to conduct the study. Data came from both primary and secondary sources. Through the use of a well-defined questionnaire, primary data were obtained from Tiruppur's exporting hosiery facilities. For the respondents to be able to express their opinions freely and honestly, the questionnaire was written in a straightforward and accessible manner. Secondary data was gathered online, in publications, and from newspapers. The study is exclusively conducted in Tiruppur city.

1.6 TYPES OF LOGISTICS:

1. Inbound Logistics

Transportation, storage, and receiving of items into a business are all included in inbound logistics. It is the transfer of resources from manufacturers to suppliers. Given that it can affect the following operations, it is the first and most crucial step in the logistics value chain.

2. Outbound Logistics

Transporting finished or semi-finished goods to clients from a warehouse or distribution facility is known as outbound logistics. It includes a number of phases, including last-mile delivery, distribution, storage, and warehousing. Customer satisfaction improvement is the main goal of outbound logistics.

3. Reverse Logistics

Transporting goods from end users back to the warehouse or distribution center is known as reverse logistics. It is utilized for recycling initiatives, asset recovery, and disposal in addition to returns and recalls. Reverse logistics seeks to recover the value of the goods, guarantee client happiness through a positive returns experience, and minimize waste.

4. Green Logistics

The term "green logistics" refers to the measurement and reduction of supply chain activities' global environmental impact. Without sacrificing client happiness or service quality, it must be put into practice.



5.Third-party Logistics

When a company outsources the management of one or more parts of its procurement and fulfillment processes, this is known as third-party logistics, or 3PL. Transportation, warehousing, inventory management, terminal operations, customs, freight forwarding, and reverse logistics are all services offered by 3PL firms. For fulfillment services, the majority of 3PL service providers work with eCommerce retailers.

6.Fourth-party Logistics

Fourth-party logistics, also known as 4PL, is where a business outsources its entire supply chain management and logistics to one external service provider. They are often called Lead Logistics providers and act as consulting companies for many supply chains.

7.Fifth-party Logistics

5PL logistics, also known as a logistics aggregator, focuses not on an individual supply chain but broader supply chains. It combines the needs of the 3PL and others into a single bulk volume for getting better rates with different types of airlines and shipping companies.

8.Digital Logistics

Manual, error-prone techniques of data collection are still used today. The supply chain procedures can be improved and accelerated by using technology to digitize the logistical processes. It consists of web-based enterprise logistics apps that permit the fusion of disparate systems to create a centralized logistics information network that offers visibility throughout the supply chain.

1.7 TYPES OF LOGISTICS SERVICES

1.Freight forwarding: Being in charge of a shipment is what freight forwarding is like. These businesses ensure that freight shipments reach the fulfillment facility from the manufacturer.

2.Warehouse services: In logistics, warehouses are extremely important. To store their goods, all businesses especially those engaged in e-commerce need warehouses.

3.Port services: An vital part of maritime freight shipping are port services. A port services firm will have its own port facilities or agreements with various ports across the world as a full-range logistics solutions provider.

4.Stevedoring and cargo handling: For shippers, stevedoring and cargo handling services are essential parts of the supply chain. At the port, they conduct cargo handling, lashing, and heavy lifting as well as the loading and unloading of cargo from ships.

5.Courier shipping: For modest shipments, courier delivery is similar to a logistics service provided by a logistics company. It's ideal for situations where you need your package to travel quickly and safely.

6.TMS Logistics software services: A real-time game changer for supply chain management is the logistics software called Transportation Management System (TMS). You can plan, carry out, and optimize all of your transportation-related activities with the help of TMS.

7.In-house logistics: When a business manages all aspects of its own logistics, from planning to communication, this is known as in-house logistics.

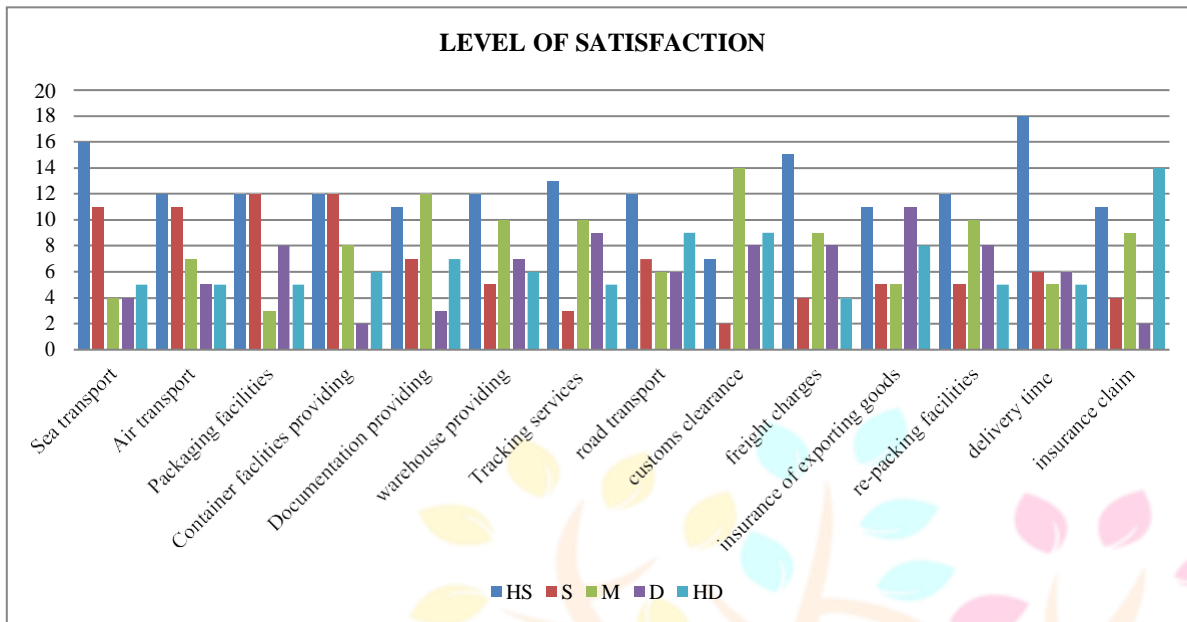
1.8 SAMPLE SELECTION

Convenience sampling is employed in research because the researcher wants to obtain a cheap approximation of the truth. 50 samples with significant operations in the freight and logistics industries have also been chosen for the survey. The decision was made using the aforementioned sampling.

1.9 DATA ANALYSIS AND FINDINGS:

The analysis and interpretation of this table shows that level of satisfaction in exporters side to logistics companies.

s.no	services	point of scale				
		HS	S	M	D	HD
1	Sea transport	16	11	4	4	5
2	Air transport	12	11	7	5	5
3	Packaging facilities	12	12	3	8	5
4	Container facilities providing	12	12	8	2	6
5	Documentation providing	11	7	12	3	7
6	warehouse providing	12	5	10	7	6
7	Tracking services	13	3	10	9	5
8	road transport	12	7	6	6	9
9	customs clearance	7	2	14	8	9
10	freight charges	15	4	9	8	4
11	insurance of exporting goods	11	5	5	11	8
12	re-packing facilities	12	5	10	8	5
13	delivery time	18	6	5	6	5
14	insurance claim	11	4	9	2	14



2.0 CONCLUSION

The need to think strategically about the supply chain has never been more crucial as logistics supply chains have shifted from a cost emphasis to a customer focus and now to a strategic focus. A strategy's effectiveness depends on how well the organization can fully and effectively implement it. The company in question, as well as its partners and customers, can achieve success when a strong supply chain strategy is combined with operational excellence. A successful supply chain management system will bring in money for the nation as well as the business. If the supply chain system is effective, the business will advance and have a successful future.

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