



# **INTEGRATING SUPPLY CHAIN AND LOGISTICS MANAGEMENT**

# SIGNIFICANCE OF SUPPLY CHAIN AND LOGISTICS MANAGEMENT

- **Relating marketing Channels, Logistics, and Supply Chain Management**
  - [Logistics](#)
  - [Logistics management](#)
  - [Supply chain](#)
  - [Supply chain management](#)

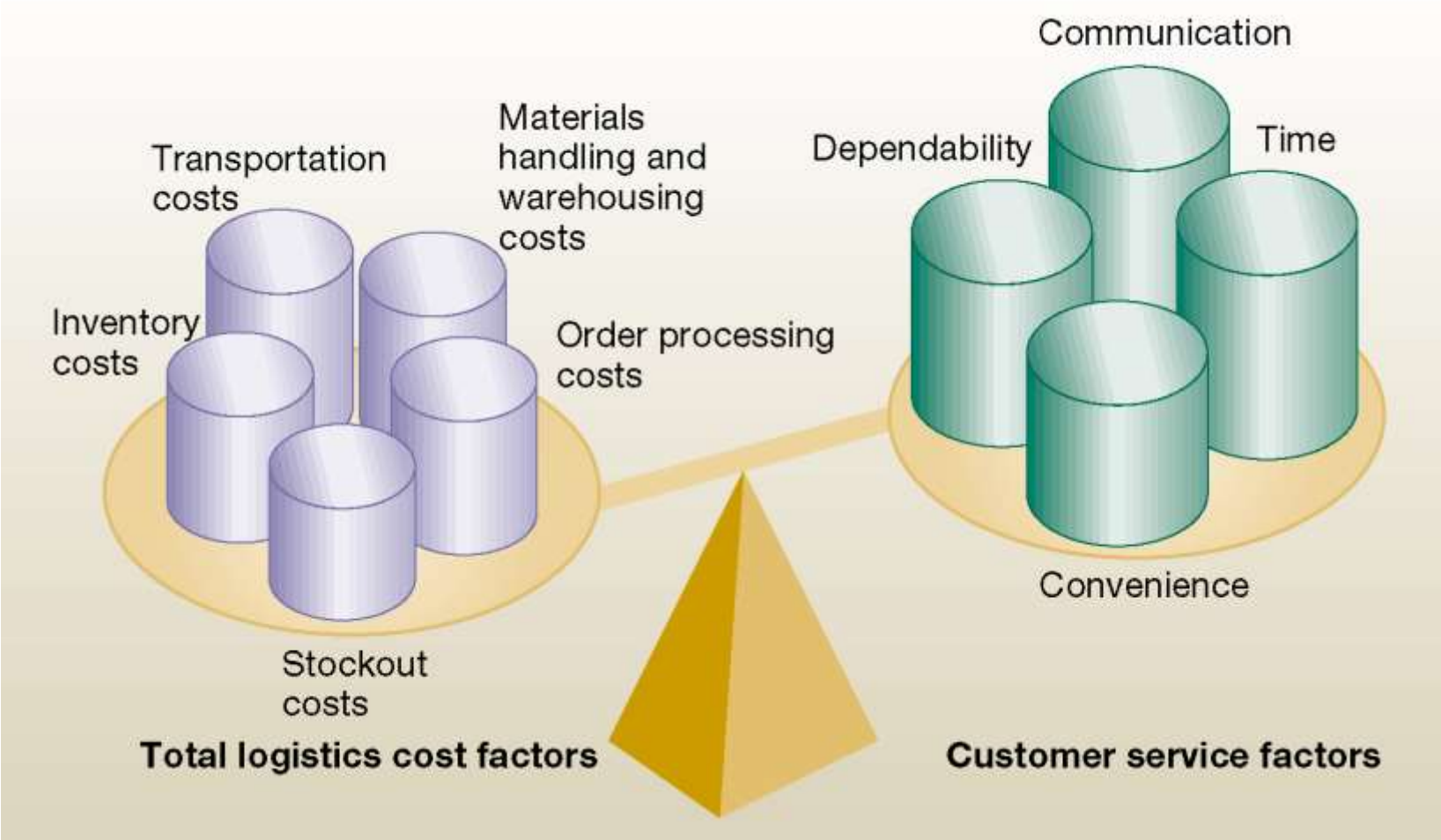
# **SIGNIFICANCE OF SUPPLY CHAIN AND LOGISTICS MANAGEMENT**

- **Supply Chain Management and Marketing Strategy**
  - **Aligning a Supply Chain with Marketing Strategy**
    - Understand the customer
    - Understand the supply chain
    - Harmonize the supply chain with the marketing strategy

# INFORMATION AND LOGISTICS MANAGEMENT OBJECTIVE IN A SUPPLY CHAIN

- **Information's Role in Supply Chain Responsiveness and Efficiency**
  - **Electronic data interchanges**
- **Total Logistics Cost Concept**

# Supply chain managers balance total logistics cost factors against customer service factors



# INFORMATION AND LOGISTICS MANAGEMENT OBJECTIVE IN A SUPPLY CHAIN

- **Customer Service Concept**
  - **Lead Time**
    - Quick response
    - Efficient consumer response
  - **Dependability**
  - **Communication**
  - **Convenience**
- **Customer Service Standards**

# KEY LOGISTICS FUNCTIONS IN A SUPPLY CHAIN

- Third-party logistics providers
- **Transportation**

# Advantages and disadvantages of five modes of transportation

MODE	RELATIVE ADVANTAGES	RELATIVE DISADVANTAGES
Rail	<ul style="list-style-type: none"> <li>• Full capability</li> <li>• Extensive routes</li> <li>• Low cost</li> </ul>	<ul style="list-style-type: none"> <li>• Some reliability, damage problems</li> <li>• Not always complete pickup and delivery</li> <li>• Sometimes slow</li> </ul>
Truck	<ul style="list-style-type: none"> <li>• Complete pickup and delivery</li> <li>• Extensive routes</li> <li>• Fairly fast</li> </ul>	<ul style="list-style-type: none"> <li>• Size and weight restrictions</li> <li>• Higher cost</li> <li>• More weather sensitive</li> </ul>
Air	<ul style="list-style-type: none"> <li>• Fast</li> <li>• Low damage</li> <li>• Frequent departures</li> </ul>	<ul style="list-style-type: none"> <li>• High cost</li> <li>• Limited capabilities</li> </ul>
Pipeline	<ul style="list-style-type: none"> <li>• Low cost</li> <li>• Very reliable</li> <li>• Frequent departures</li> </ul>	<ul style="list-style-type: none"> <li>• Limited routes (accessibility)</li> <li>• Slow</li> </ul>
Water	<ul style="list-style-type: none"> <li>• Low cost</li> <li>• Huge capacities</li> </ul>	<ul style="list-style-type: none"> <li>• Slow</li> <li>• Limited routes and schedules</li> <li>• More weather sensitive</li> </ul>