



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore - 641 107**

**An Autonomous Institution**

**Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**

**DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE NAME : 19BA204 OPERATION MANAGEMENT**

**I YEAR / II SEMESTER**

**UNIT 1 - INTRODUCTION TO OPERATION MANAGEMENT**

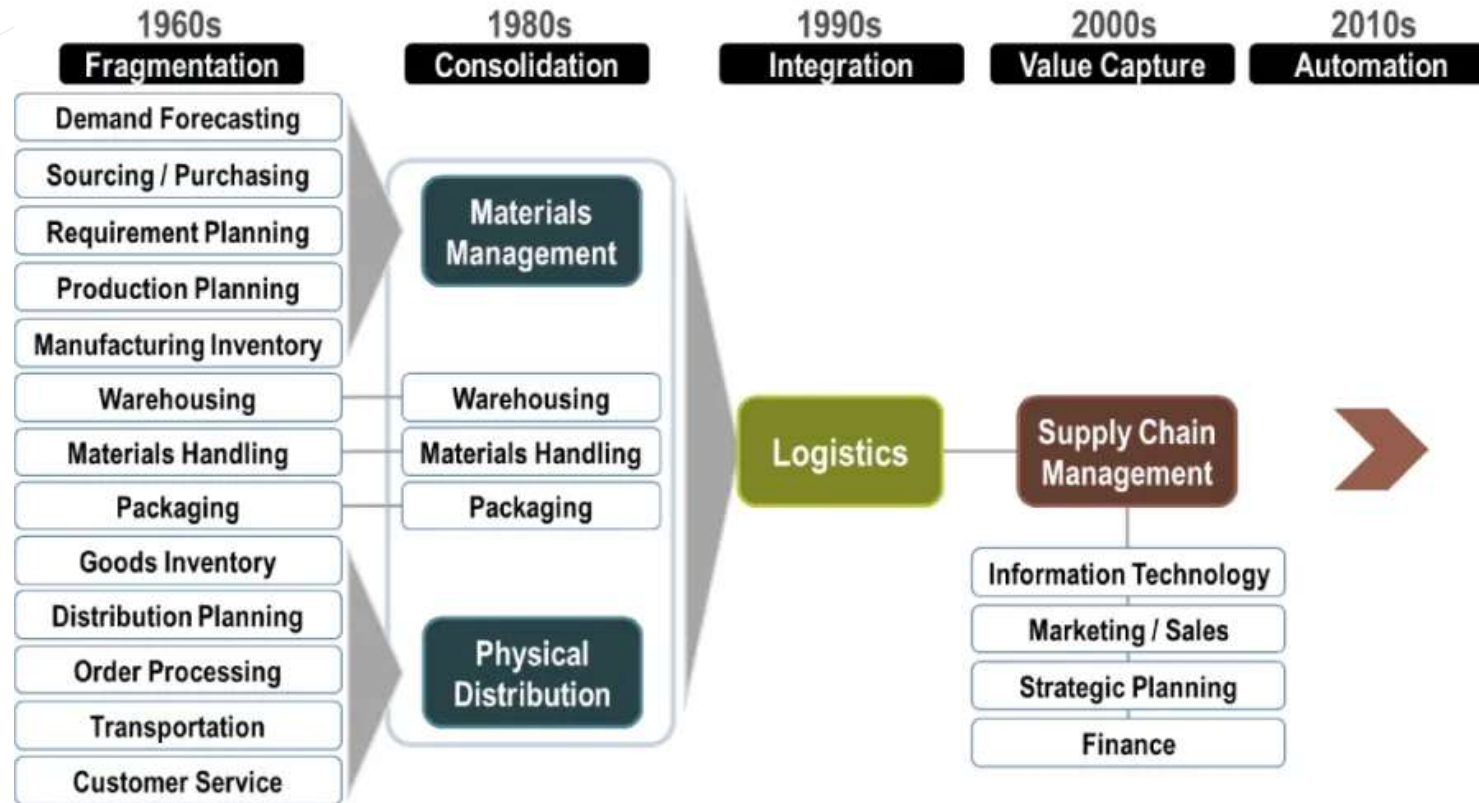


# Logistics & Supply Chain Management





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# WHAT IS LOGISTICS MANAGEMENT?

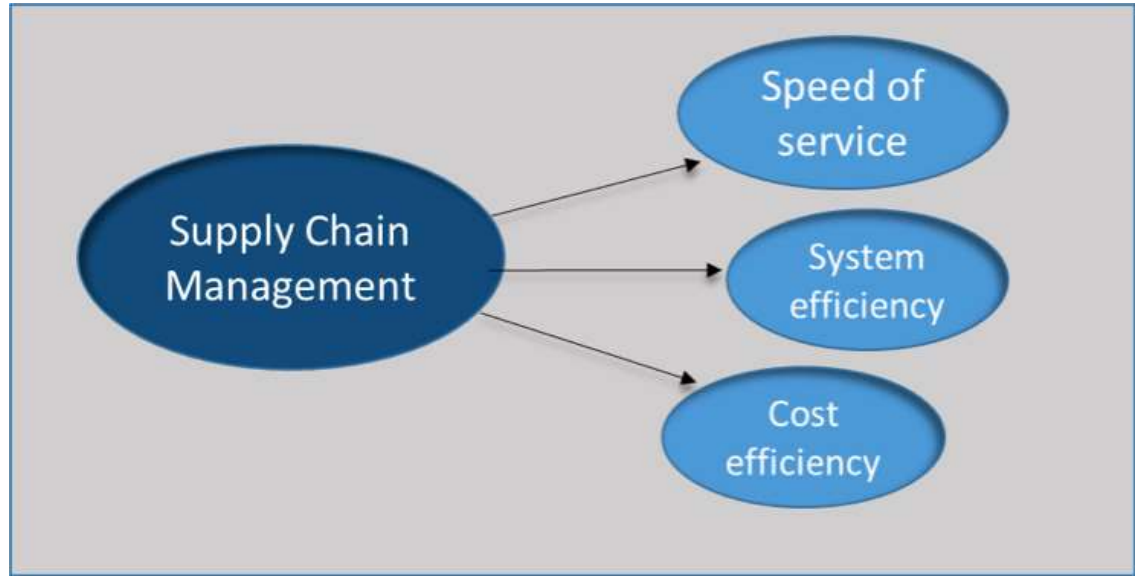


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# Logistics management

**Logistics management** is that part of supply chain management that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customers' requirements.



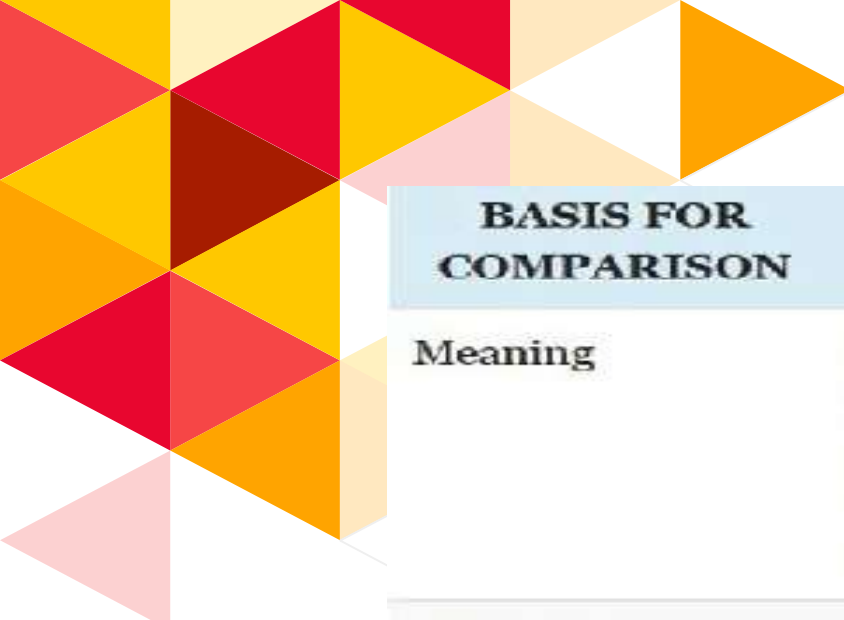





# Supply Chain Management

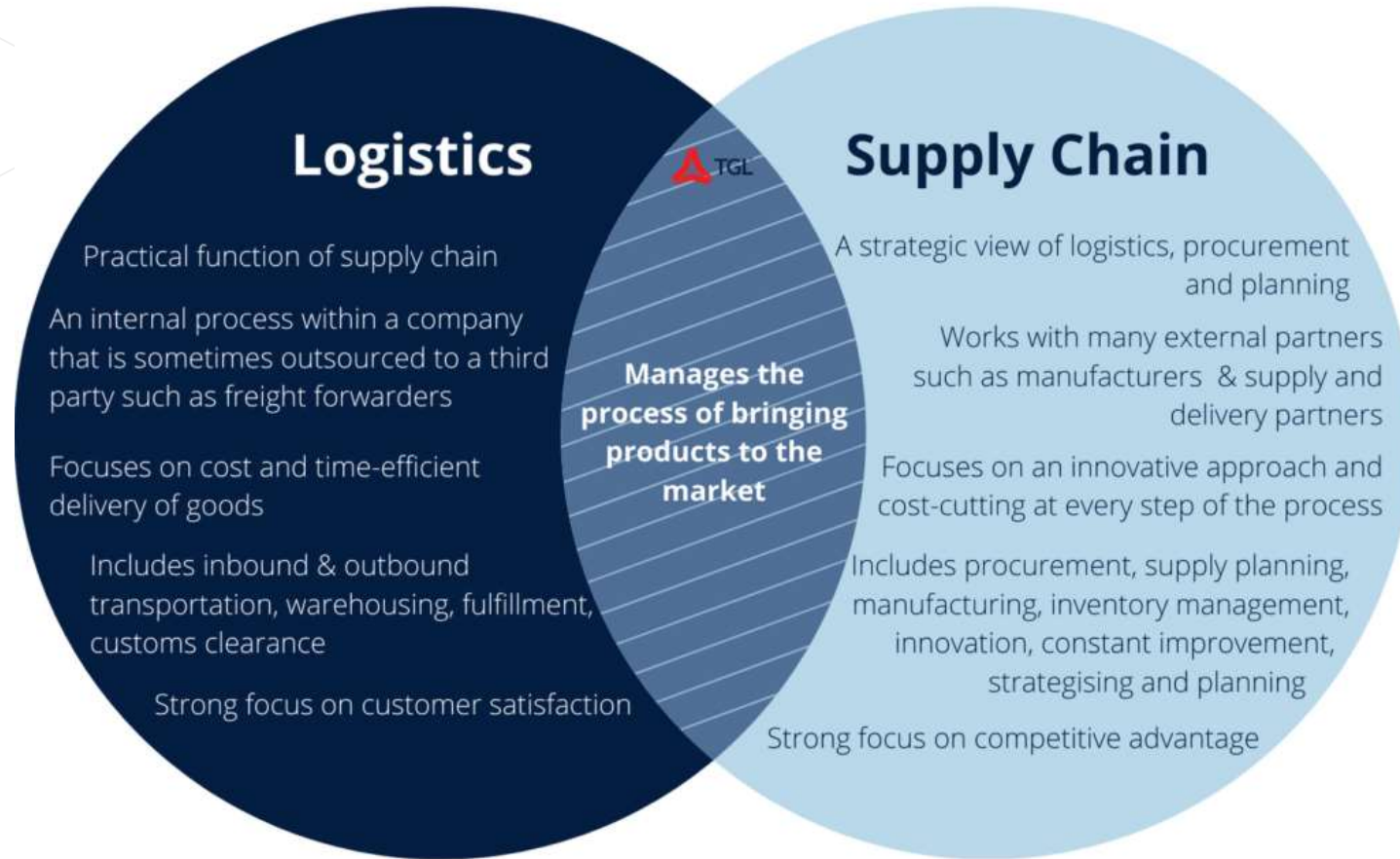
Supply chain management is the management of the flow of goods and services and includes all processes that transform raw materials into final products. It involves the active streamlining of a business's supply-side activities to maximize customer value and gain a competitive advantage in the marketplace

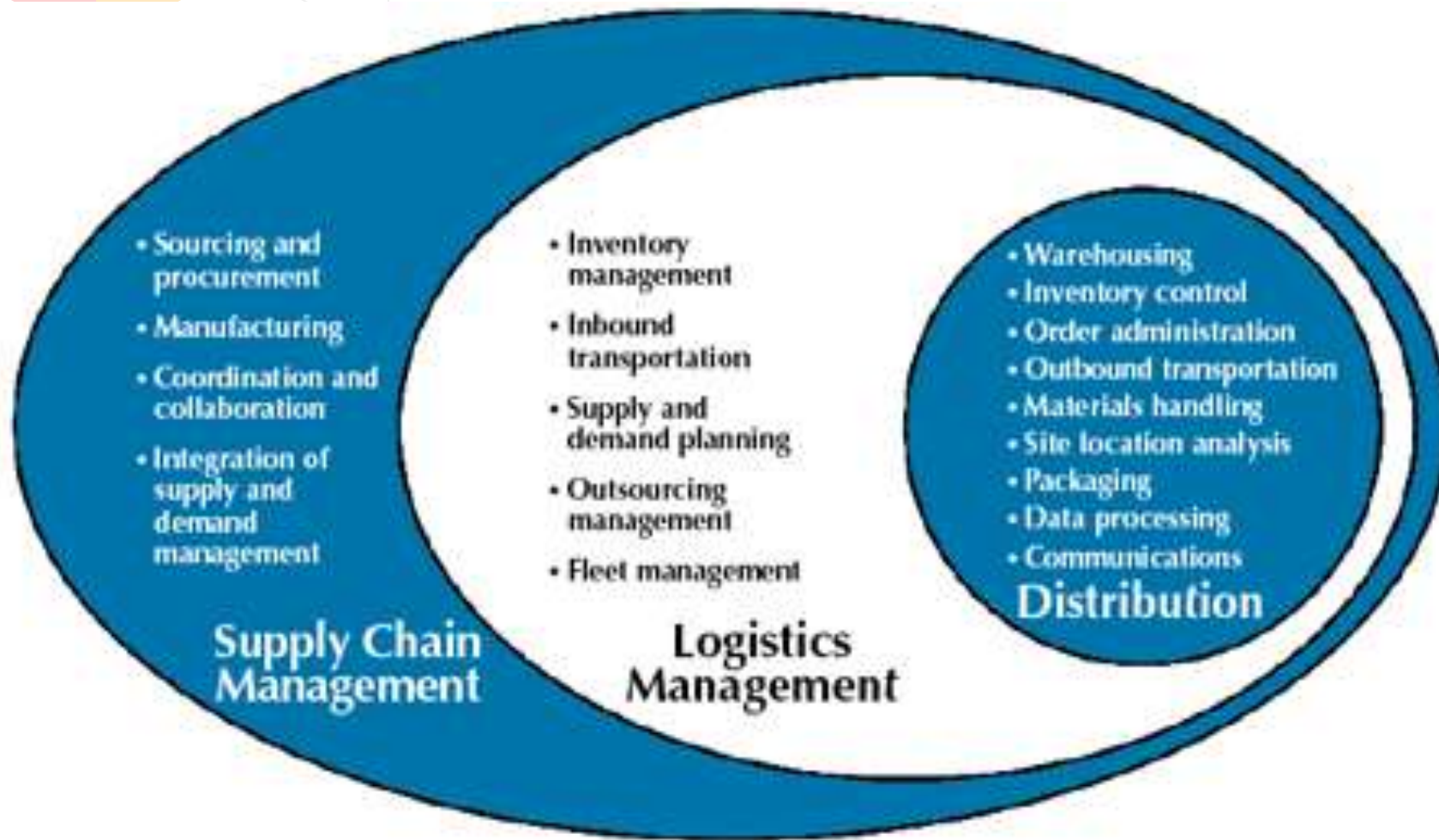




<b>BASIS FOR COMPARISON</b>	<b>LOGISTICS MANAGEMENT</b>	<b>SUPPLY CHAIN MANAGEMENT</b>
<b>Meaning</b>	The process of integrating the movement and maintenance of goods in and out the organization is Logistics.	The coordination and management of the supply chain activities are known as Supply Chain Management.
<b>Objective</b>	Customer Satisfaction	Competitive Advantage
<b>Evolution</b>	The concept of Logistics has been evolved earlier.	Supply Chain Management is a modern concept.
<b>How many organizations are involved?</b>	Single	Multiple
<b>One in another</b>	Logistics Management is a fraction of Supply Chain Management.	Supply Chain Management is the new version of Logistics Management.









**Thank you**

