

### 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** 





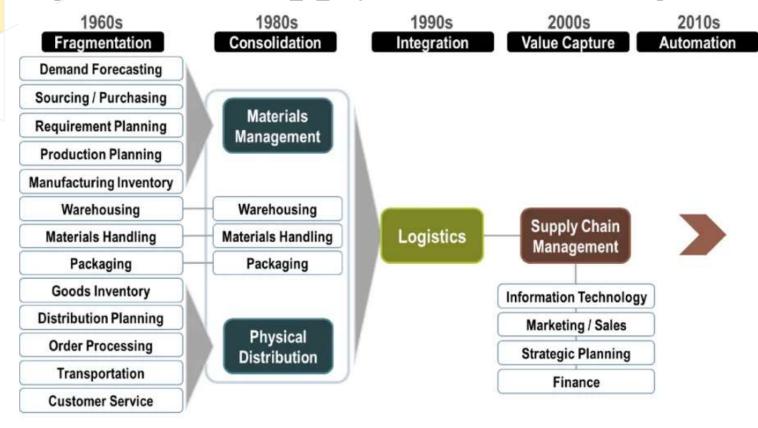
## **Logistics & Supply Chain Management**







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#### WHAT IS LOGISTICS MANAGEMENT?





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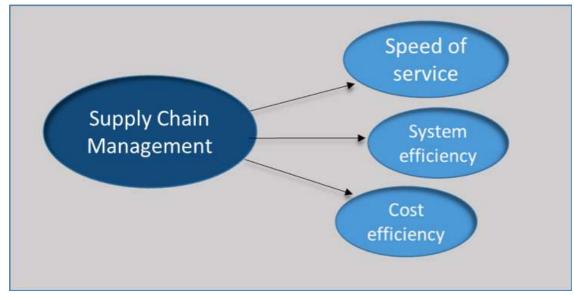


## **Logistics** management

Logistics management is that part of supply chain management that plans, implements, and controls the efficient, effective forward and reverses 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

BASIS FOR COMPARISON	LOGISTICS MANAGEMENT	SUPPLY CHAIN MANAGEMENT
Meaning	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.
Objective	Customer Satisfaction	Competitive Advantage
Evolution	The concept of Logistics has been evolved earlier.	Supply Chain Management is a modern concept.
How many organizations are involved?	Single	Multiple
One in another	Logistics Management is a fraction of Supply Chain Management.	Supply Chain Management is the new version of Logistics Management.





#### Logistics

Practical function of supply chain

An internal process within a company that is sometimes outsourced to a third party such as freight forwarders

Focuses on cost and time-efficient delivery of goods

Includes inbound & outbound transportation, warehousing, fulfillment, customs clearance

Strong focus on customer satisfaction

#### **Supply Chain**

A strategic view of logistics, procurement and planning

Works with many external partners such as manufacturers & supply and process of bringing delivery partners products to the

Focuses on an innovative approach and cost-cutting at every step of the process

Includes procurement, supply planning, manufacturing, inventory management, innovation, constant improvement, strategising and planning

Strong focus on competitive advantage

Manages the

market



- Manufacturing
- Coordination and collaboration
- Integration of supply and demand management

Supply Chain Management

- Inventory management
- Inbound transportation
- Supply and demand planning
- Outsourcing management
- Fleet management

Logistics Management

- Warehousing
- Inventory control
- Order administration
- Outbound transportation
- Materials handling
- Site location analysis
- Packaging
- Data processing
- Communications

Distribution



# Thank you