

Ans=5

Distribution Logistics

Distribution logistics ensures that manufactured goods reach the customer quickly and reliably.

Distribution logistics comprises the planning tasks, control and all processes concerning the flow of goods and information between production companies and customers.

Distribution logistics (also known as transport logistics or sales logistics) is the link between production and the market. The area comprises all processes involved in the distribution of goods - from manufacturing companies to customers. Customers are either final customers, distributors or processors. In concrete terms, distribution logistics includes good handling, transport and interim storage. This makes the subject a central component of extra logistics and closely links it with packaging technology. Sustainably structured information, decision-making and control processes are

essential for implementing successful transport logistics. (ii)

Objectives of distribution logistics

Distribution logistics essentially pursue three goals:-

(i) Availability:-

They must always ensure that a sufficient quantity of products is available to the customers. Customers should be able to receive goods promptly and without great effort.

(ii) Cost minimization:

High quality demands of the manufacturers require sales logistics to keep shipping and delivery costs as low as possible. In other terms, the aim is to reduce costs associated with transport, storage, shortage and order processing. At the same time, however, delivery is to become faster, more energy efficient and more environmental friendly.

(ii) Influence:-

Distribution logisticians want to have the highest possible say in the marketing of their product, for instance. It is about answering the question of "How are my products placed on the shelf?" and "How can I stand out from the competition with the presentation of many goods?"