

A STUDY ON INBOUND AND OUTBOUND LOGISTICS OVER THE COMPETITIVENESS IN RETAIL INDUSTRY

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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**DEPARTMENT OF BUSINESS
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STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **BHAGESHWARI .M 42410217** who carried out the Project Training “**A STUDY ON INBOUND AND OUTBOUND LOGISTICS OVER THE COMPETITIVENESS IN RETAIL INDUSTRY.**” under my supervision from October 2023 to December 2023.

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ABSTRACT

In today's competitive and dynamic market, companies are trying to find new ways of changing their warehousing and logistics operations to increase the value for customers. Inbound and outbound logistics flows are key channels within warehouses as these encompass activities such as planning and scheduling which align with the flow of goods between enterprises and external associates, i.e. suppliers and customers.

This study is made to understand the logistics management where it is one of the significant components in the competitive market being the blend of business and major activities of the different businesses. The supply and distribution actions collectively known as logistics activities. The value chain has been renowned as a tool to analyse and compare the activities within competitors or industry role players.

CHAPTER- 1

INTRODUCTION

1.1 INTRODUCTION:

This study will help the retail industry and supply chain management to understand the essential internal means of logistics management in the business establishments. Logistics management may be a SCM concept in order to meet customer demands through the design, control and application of the effective measure and storage of connected information, goods and services from origin to end-point. This study aims the logistics management in business which specialize in twofold: inbound logistics for internal functions and outbound logistics for the external be due the purpose of origin to the purpose of destination.

- Inbound logistics denotes conveyance, the storage and the receiving of goods into a trade. It relates to goods purchasing for office use or for the production unit. In a manufacturing company, the production unit merchandises raw materials or components from its suppliers for the production of other goods.
- Outbound logistics processes refers to the transit of end products to the end user, often devising in a distribution or fulfilment center and then disseminated to its final destination. The study focuses on the effective supply of collection to its customers To the means of inbound and outbound logistic strategy.

1.2 HISTORY OF LOGISTICS:

The history of logistics dates back to ancient times when military commanders organized the movement of troops and supplies. In the modern context, logistics evolved significantly during the Industrial Revolution, emphasizing efficient transportation and distribution. World War II played a pivotal role in refining logistical strategies, leading to the development of sophisticated supply chain management in the post-war era. Today, logistics is a critical component of global trade and commerce,

driven by technology and advanced systems for seamless coordination and delivery.

1.2.1 Inbound logistics

Inbound logistics, the management of materials and goods flowing into a business, has roots in early trade and transportation systems. Throughout history, the Silk Road, ancient trade routes, and maritime trade were early examples of inbound logistics, involving the movement and reception of goods.

During the Industrial Revolution, with the rise of factories and mass production, inbound logistics gained importance. The development of railways and later motorized transport facilitated the efficient transport of raw materials to manufacturing sites.

In the mid-20th century, concepts like Just-In-Time (JIT) inventory systems began to shape inbound logistics, emphasizing precise timing to minimize inventory costs. The digital era further transformed inbound logistics with technologies like Electronic Data Interchange (EDI) and advanced software for real-time tracking and coordination.

1.2.2 Outbound logistics

Outbound logistics, the process of moving products out of a company to end-users or retailers, has a rich history closely tied to advancements in transportation and trade.

In ancient times, outbound logistics involved manual handling and local distribution. As trade routes expanded, merchant caravans and maritime trade played key roles in delivering goods to broader markets.

During the Industrial Revolution, the advent of railways and later motorized transport significantly enhanced outbound logistics capabilities. Mass production and the growth of retail further emphasized the need for efficient distribution channels.

In the mid-20th century, the rise containerization revolutionized outbound logistics, making cargo handling more standardized and cost-effective. This period also saw the development of sophisticated distribution networks to reach global markets.

1.3 CHANGES IN TODAY'S INBOUND AND OUTBOUND LOGISTICS:

Today's inbound and outbound logistics have seen significant changes, driven by technological advancements and evolving consumer expectations. E-commerce growth has led to increased demand for faster and more transparent logistics solutions. Automation, data analytics, and IoT technologies are being widely adopted to enhance efficiency and visibility in supply chains. Additionally, sustainability concerns are influencing the development of eco-friendly logistics practices and last-mile delivery solutions.

1.4 ACTIVITIES OF LOGISTICS MANAGEMENT:

Logistics can be defined as the strategic management of goods, services, and information that move throughout a company. This includes transportation, warehousing, inventory control, order fulfillment, and materials handling. Each of these activities is an important component of an overall logistics system.

1.4.1 Transportation

transportation is the operation involved in the actual physical delivery or movement of products from one place to another. It's part of the larger system of logistics and considers factors such as secured item packaging, best delivery route, and the most appropriate mode of transport. Transportation is a critical aspect of logistics, involving the movement of goods from one location to another. It includes various modes such as road, rail, air, and sea. Effective transportation management is essential for optimizing supply chain efficiency and minimizing costs. Logistics is a broad term and includes freight management, that is, logistics deals with the integration of storage, handling, sorting, packing, and transportation of goods.

1.4.2 warehousing

Warehousing is the process of storing physical inventory for sale or distribution. Warehouses are used by all different types of businesses that need to temporarily store products in bulk before either shipping them to other locations or individually to end consumers. Warehousing makes it

easier to receive, store and distribute the goods as all the goods are stored in a central location. This makes it easy for you to track and manage your inventory efficiently. It can additionally reduce your transportation costs, increase your flexibility and reduce your staffing needs.

1.4.3 Material handling:

Material handling is one of the key aspects of supply chain management. It has control over the protection, management, and storage of the product and material process throughout manufacturing, warehouse, and distribution. Material handling is not only related to goods but also to logistics too. Material handling happens in the shipping and delivery stages throughout the supply chain, packaging and moving goods in pallets and other units.

1.4.4 Inventory control:

Inventory control is the process of ensuring the appropriate maintenance and management of the amounts of stock by a business. It gives businesses the ability to be able to meet customer demand with no delay, thereby reducing the cost of holding and storing good. .Inventory control procedures involve consistently monitoring your physical inventory, maintaining a high level of supply chain management, and using sales data and anticipated customer demand to make the right decisions.

1.4.5 Order fulfillment:

the process of receiving goods, then processing and delivering orders to customers. The order fulfillment process starts with a customer placing an order and ends once they receive it. However, if the buyer wants to return a product, order fulfillment manages the return transaction as well.the part of the supply chain that involves transporting customer orders and shipments, storing inventory in an ecommerce warehouse, packing boxes, and delivering orders on time.It's a critical aspect of ecommerce operations, directly impacting customer satisfaction.

Logistics activities also include forecasting, production planning, procurement, customer service and facility locations are often outsourced to third parties.

1.5 FUNCTIONS OF INBOUND AND OUTBOUND LOGISTICS:

- The inbound logistics is a flow of materials and goods into a business, ensuring a smooth production process. This involves sourcing, transportation, and storage of raw materials.
- Outbound logistics focuses on delivering finished products to customers, involving processes like order fulfillment, packaging, and distribution. It plays a crucial role in customer satisfaction and loyalty.

Together, these logistics functions contribute to effective supply chain management, cost optimization, and overall business success.

1.6 METHODS OF INBOUND AND OUTBOUND LOGISTICS:

1.6.1 Inbound logistics:

- **Supplier Collaboration**

Building strong relationships with suppliers to ensure timely and quality deliveries of raw materials.

Inventory Management

Efficiently managing and tracking inventory levels to meet production needs without excess stock.

- **Transportation Optimization**

Choosing the most cost-effective and reliable transportation methods for inbound materials.

1.6.2 Outbound logistics:

- **Order Fulfillment Systems**

Implementing systems that streamline order processing, picking, packing, and shipping.

Distribution Networks: Designing effective distribution networks to deliver products to end customers in a timely manner.

- **Technology Integration**

Utilizing technology like GPS tracking, RFID, and order tracking systems for real-time visibility in the supply chain.

These methods help organizations enhance the efficiency, reliability, and responsiveness of their inbound and outbound logistics processes.

1.7 TECHNOLOGY IN INBOUND AND OUTBOUND LOGISTICS:

1.7.1 Inbound logistics:

- **Supplier Portals**

Online platforms that facilitate communication and collaboration between a company and its suppliers, improving transparency and order accuracy.

- **RFID (Radio-Frequency Identification)**

Enables real-time tracking and monitoring of incoming shipments, enhancing visibility and reducing errors.

- **Warehouse Management Systems (WMS)**

Software solutions that optimize and automate warehouse processes, from receiving to storage of raw materials.

- **Predictive Analytics**

Utilizing data analytics to forecast demand, plan inventory levels, and optimize procurement processes

1.7.2 Outbound Logistics:

- **Order Management Systems (OMS)**

Streamlines the entire order fulfillment process, from order receipt to shipment, ensuring accuracy and efficiency.

- **Transportation Management Systems (TMS)**

Optimizes the planning and execution of outbound shipments, reducing transportation costs and improving delivery times.

- **Barcode ScannTMS**

Enhances accuracy in order picking, packing, and shipping processes, reducing errors and improving efficiency.

- **Last-Mile Delivery Solutions**

Innovations like route optimization algorithms and delivery tracking systems for efficient and transparent final-stage logistics.

Technology plays a crucial role in modernizing and improving the efficiency of both inbound and outbound logistics processes.

1.8 ROLES IN INBOUND AND OUTBOUND LOGISTICS:

1.8.1 Inbound logistics

- **Purchasing Managers**

Responsible for sourcing and negotiating with suppliers to ensure the timely and cost-effective procurement of raw materials.

- **Warehouse Managers**

Oversee the storage, handling, and distribution of incoming materials within the warehouse.

- **Transportation Planners**

Coordinate the transportation of materials from suppliers to the company's facilities, optimizing routes and carriers.

- **Inventory Analysts**

Monitor and manage inventory levels to prevent stock outs and excess inventory, ensuring a smooth production process.

1.8.2 Outbound Logistics:

- **Distribution Managers**

Plan and coordinate the movement of finished goods from the production facility to distribution centers or directly to customers.

- **Order Fulfillment Specialists**

Process and fulfill customer orders, ensuring accurate picking, packing, and shipping of products.

- **Transportation Coordinators**

Manage the outbound transportation network, optimizing routes and selecting carriers for timely and cost-effective deliveries.

- **Customer Service Representatives**

Handle customer inquiries, track shipments, and provide information on delivery status, contributing to customer satisfaction.

These roles work collaboratively to ensure a seamless flow of materials and products throughout the supply chain.

1.9 OBJECTIVES:

- The objective of the research is to investigate the influence of inbound and outbound logistics on the competitiveness In retail industry.
- To study and analyze the process of logistic services.
- To know the customer satisfaction in the existing range of service pattern.

1.10 STATEMENT OF THE PROBLEM:

Inbound logistics brings supplies or materials into a business, while outbound logistics deals with moving goods and products out to customers. Both focus heavily on the transporting of goods. But inbound is all about receiving, while outbound focuses on delivery. Delays or disruptions in the transportation of goods can lead to increased costs and reduced efficiency in the production process. Traffic congestion, bad weather, or problems with the transportation provider can cause these delays.

1.11 NEED FOR THE STUDY:

- To study the importance of Inbound and outbound logistics because they help a business run smoothly.
- It determines a direct and substantial impact on sales, costs, profits and customer satisfaction.
- To Control the flow of goods in and out of the business.
- This study helps to ensure that orders are delivered on time to the end customer

1.12SCOPE OF THE STUDY:

- inbound and outbound logistics are described as primary nodes of the value chain as they can help enhance value creation for customers as well as make the firm financially viable by increasing sales and improving cash flow.
- customer service involves getting the right product, to the right customer at the right place, in the right condition, at the right time at the lowest possible cost.
- The knowledge gained from this study will enable industry to better understand the influence of logistics on the competitiveness of the industry and to adapt their strategy towards logistics as a result thereof.

CHAPTER-2

REVIEW OF LITERATURE:

2.1 INTRODUCTION:

The main purpose of the literature review work was to survey previous studies on knowledge sharing. The review of literature helped the researcher to conduct the survey in better and extensive manner. It should also help the researcher for finding and getting deeper into the topic.

2.2 REVIEW OF LITERATURE

According to Ayantoyinbo et al., (2018, p. 70) inbound logistics can be described as activities associated with transportation, storing, disseminating inputs to the product such as material handling, warehousing, inventory control, vehicle scheduling, returns to suppliers, and also the delivery of goods into the location of a business.

Hakim, Zaqiah, and Zagloel (2018) state that the main goal is to reduce the total cost within inbound logistics by having the right materials at the right place, and the right time.

Francesco Querin& Martin Gabbie (2017), expertise at the fee of logistics within side the average buy enjoy and on its contribution to patron pride with its presence in all levels of a buy, from the stock to the achievement and the eventual returns, logistics participates to the complete patron enjoy. It appears clean that the primary driver, each in phrases of expectancies and significance, is the price.

Customers appear to assume online stores to provide decrease expenses and that is determinant while buying from a desired store. However, a sum of the logistics elements appears to quantity to over 45% significance while buying from a desired store and to over 46% in phrases of widespread prospects.

Natasha, Sasho& Vladimir (2017), One of the primary goals of any organization must be continuous improvement of operations and the effectiveness and output increase. To promote a positive example of implementing efficient logistics management practices by companies pay attention to stock control, to effective storage selection, to proper transportation options, how information has been stored, whether companies implement proper coordination and integration of business activities and how companies benefit from reduced operations costs.

Van Niekerk and Bean (2019) have added to the above that logistics functions can be translated as a key facilitator in a cross-functional effort for supply chain integration to meet future customer needs, which is also seen to be of strategic importance. With the flows of the supply chain, a business' goal is to ensure that costs are managed in relation to creating value moving forward. Also, this supports the view that is common in the logistics field.

BajramKorsita&LuftimCania (2016), the effectiveness in logistical management was not at a high level. Among the main reasons that influenced the effectiveness were inventory management and transportation of products.

The slow inventory turnover of the companies in the supply chain brings obstacles, delays, products obtained not by expectations of consumers, etc. At the same time, problems in transportation of products bring deterioration effectively managing logistics operations. The packaging shows positive correlation in this study. The highest positive impact brings improvement in sharing and communication between each member in the supply chain.

GursharanKaur&N.K.Batra (2016), A warehouse acts as a helping feature for logistics and performs a key position in accomplishing the general goal of the firms logistical deliver chain system. The overall performance of the warehouse is judged through its operations including well timed consumer service, retaining music of items, decrease running costs, harm loose shipping and better stock turnover.

The effectiveness of common operations of a business enterprise may be appreciably improved through right choice on targets for green warehousing. Warehousing community performs a main position with inside the achievement of the bodily distribution of products.

HusanUvet (2020), any company who wants to create a competitive advantage in business should give importance to satisfy customers desires. Therefore, logistics companies cannot build any long-term relationship without understanding the fundamental factors behind the customers behavioral intentions.

One of the business implications of this research, logistics service providers can easily target what areas to concentrate for the purpose of the improve their LSQ.

Bukhari, Asim&Manzoor, 2020; Additionally, by getting feedback from their customers, firms can easily enhance their service quality and can build a longterm relationship with their customers by meeting their expectations.

Charles Lagat, JosphineKoech& Ambrose Kemboi (2016), customer satisfaction enhances customer loyalty, there is need for firms to improve the quality of their services, products and treat customers as their number one priority so that they become loyal to the firm and also recommend the firms products/services to others. Customer service satisfaction has a vital result on customer loyalty. Specifically, customer service leads to customer retention which in turn generates a loyal customer base which is an added advantage to a firm. Logistics service practices enhances customer satisfaction and customer loyalty.

Rajahonka& Bask, 2016, p. 710).The multiple activities are associated with outbound logistics, i.e. collecting, storing, and physically distributing the products to buyers such as finished goods warehousing, material handling, delivery vehicle operation, order processing, and scheduling. Also, outbound logistics is a critical factor for a distributor and can create

additional advantages. Furthermore, finding solutions to enhance the outbound logistics flow can help reduce cost and waste.

logistics is the single function of a firm that interacts with upstream and downstream actors within the supply chain. Outbound logistics is therefore an essential flow to the chain which can create great value if an organization continuously improves what is increasing cost and waste (**Abushaikha et al., 2018, p. 577**)

Faber, de Koster, and Smidts (2013) mentions that warehousing plays a critical role in today's Global and dynamic environment. highlights a Study from 2003 developed to examine the costs aspect of warehousing. The study indicates That approximately 20 percent of the respondents' costs are allocated from warehousing. This Shows that warehousing is a critical element in logistics systems.

research within warehousing focuses on many different aspects such as receiving, picking, packing, shipping, and storage. However, less attention has been Emphasized on improvements in warehousing operations using real-life case studies(**Camacho-Miñano et al., 2013**).

To minimize cost and non-value adding activities in the warehouse and other parts along the Supply chain lean has been adopted by a variety of sectors, where the aim is to improve their Positioning and competitive advantage (**Bukhari, Asim&Manzoor, 2020; Jose, Martinez-Jurado, Moyano-Fuentes, 2013**). Previous research emphasizes the impact of lean production As well as its impact on performance.

Furthermore, the researcher highlights a positive Connection between lean tools and business performance. Other findings in lean research Indicate that warehousing and transportation are one of the few areas where waste reduction Techniques have been successfully implemented.

Most of the previous research discusses lean Principles in the manufacturing industry. However, current research highlights that service Industries are applying principles to reduce waste and improve their operational efficiency (**Abushaikha, Salhieh, and Towers, 2018**).

The implementation of LM practices leads to Improvements in areas such as total cycle time, customer service improvements, and higher Profitability. However, there is a lack of empirical data supporting that LM implementation Leading to profitability (**Camacho-Miñano et al., 2013**).

One approach to creating an efficient information flow between actors in the supply chain Is the CPFR model. Whilst the implementation among supply chains has been limited, theResearcher suggests that implementation of CPFR creates significant value in the supply chain (**Panahifar, Byrne, Heavey, Fazlollahtabat, 2015**).

previous empirical studies on information sharing Benefits point out 50 % reduction in inventory levels, 40 % reduction in inventory cost, and Approximately 40 % in supply chain cost (**Ali, Babai. Boylan&Syntetos, 2017**).

According To **Fu, Chu, Lin, and Chen (2010)** there is currently a lack of empirical evidence supporting Successful enablers for CPFR implementation. Potential enablers mentioned in previous Research focused on the retail sector with the application of Fuzzy AHP.

This study reveals That enablers include collaboration, cross-departmental communication, change Management, system complexity, trust and communication, and electronic data interchange (EDI). Also, a study in the healthcare sector highlighted technology as an important enabler For successful CPFR implementation (**Panahifar et al., 2015**).

Enterprise resource planning (ERP) is also a topic of importance, which allows organizations To integrate their business functions to facilitate information sharing across actors in the Enterprise in real-time. Previous literature comprises various areas of consideration when Implementing an ERP system. For instance, the uncertainty of managing ERP systems, ERP Requirements, critical success factors & pre-implementation issues (**Ali & Miller, 2017**).

previous research emphasized the challenges that arise from ERP technology Implementation. Research indicates the selection process as an important fundamental for ERP implementation. Areas for consideration

include functionality, technology, and Expertise, flexibility and application scalability, cost, implementation, and usage (**Ranjan, Jha& Pal, 2016**).

Rexhausen, Pibernik, and Kaiser (2012) accentuates that previous research highlights a lack Of empirical evidence on demand management practices impact on supply chain Performance. Also, previous research mentions scarcity in demand management's impact on Distributional performance. However, there have emerged theoretical contributions in the Area of demand management. For instance, research has proved an existing connection Between accurate forecast and inventory levels, replenishment cost, and service levels.

management positive impact on volatility in Consumer demand. Furthermore, demand volatility also occurs in **van der Laan, van Dalen, Rohmoser, and Simpson's (2016)** study in the humanitarian logistics context. This is a Market that is highly acknowledged by its quick emergency relief planning. Many researchers Have raised their concern on-demand volatilities' impact on supply chain performance.

Abolghasemi, Gerlach, and Tarr (2019) used real-time demand cases to examine the Optimality of using forecasting models.

Some of the topics the term previous research Highlights are process improvements , stock and overproduction Control (**Hofmann &Rutschmann, 2018**), and the terms ability to reduce the bullwhip effect (**Jaipuria&Mahapatra, 2018**.)

Porter (2013, p. 39), inbound logistics can Be described as activities associated with transportation, storing, disseminating inputs to the Product such as material handling, warehousing, inventory control, vehicle scheduling, Returns to suppliers, and also the delivery of goods into the location of a business.

Carter and Ferrin (2012) mention that it is important to control inbound logistics To avoid high transportation costs. Organizations have controlled inbound logistics in Different ways to reduce these costs, i.e. tight transportation schedules.

Furthermore, in terms Of cost, the inbound logistics aspect of the process in the flow value comprises material , delivery, administration, and inventory

costs. The efficiency of delivery planning has a great Impact on all logistics costs as well as performance. Inefficient planning can lead to increased Costs in transportation, a high inventory of excess stock, and low container utilization(**Jaipuria&Mahapatra, 2018.**)

companies that do not fulfill the right delivery terms to their suppliers can have severe outcomes such as financial penalties and elimination of firms' products at the retail store level. However, previous research has not elaborated on outbound logistic fit ability (**Liberatore& Miller, 2016**).

Faber, de Koster, and Smidts (2013) mentions that warehousing plays a critical role in today's global and dynamic environment.

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Employees understanding of customer service is critical to how they carry out their work; yet because it is abstract and defies absolute definition, this understanding is Susceptible to varied interpretation.**(Rita D M)**

CHAPTER- 3

RESEARCH METHODOLOGY:

3.1.METHODOLOGY:

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

3.2. RESEARCH DESIGN:

- **Descriptive Research Design**

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design

can use a wide variety of research methods to investigate one or more variables.

3.3. SAMPLING TECHNIQUE:

- **Convenience sampling method**

A convenience sample is a type sampling method where the sample is taken from a group of people easy to contact or to reach.

3.4. SOURCES OF DATA:

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works and Collected data from customers. Two types of data collection are used here:

- **Primary Data**

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for collecting the data .

- **Secondary Data**

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the customers.

3.5. STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's satisfaction.

3.6. SAMPLE SIZE:

The sample size was confirmed to 75 respondents keeping in a view of retail industry. The respondents of this study considered from the employees and the customers lives in Chennai. Findings are based on sample survey. All possible has been made to collect the information as authentically as possible.

3.7. LOCATION & TARGETED PEOPLE OF STUDY:

The Respondents are from Chennai city, majority of data is collected with the customers.

3.8 TOOLS FOR ANALYSIS:

Statistical tools are used to analyse the received responses for the questionnaires. Statistical tools are involved in carrying out a study include planning, designing, collecting data, analysing , drawing meaningful interpretation and reporting of the research findings.

The tools are used are;

CHI-SQUARE

The Chi-square check of independence determines whether or not there's a statistically extensive courting among variables. The Chi-square check of affiliation evaluates relationships among variables. Like any statistical speculation check, the Chi-square check has each a null speculation and an opportunity speculation. The null speculation constitute that there aren't any relationships among the specific variables. In the Chi-square context, the word "predicted" is equal to what you'd count on if the null speculation is true.

Correlation

Correlation is defined in statistics as the measurement of the strength of the relationship between two variables and their association with each other. In simple words, correlation calculates the effect of change in one variable when the other variable changes. The correlation has a high statistical significance. It is the relationship between two variables seeking to illustrate a line through the data of two variables to show their relationship. The relationship of the variables is measured with the help of correlation test.

3.9 HYPOTHESIS:

HYPOTHESIS-1

To test the part of retail industry's production cost attributing to inbound logistics and outbound logistics.

For the study, the formulated hypothesis is;

- H0: There is no association between the total production cost attributing to inbound logistics and outbound logistics
- H1: There is association between the total production cost attributing to inbound logistics and outbound logistics.

HYPOTHESIS-2

To test the retail industry's total cost in attributing to outbound logistics and the logistics costs taken into consideration, when global sourcing decisions made at head office to import components or raw material.

For the study, the formulated hypothesis is;

- H0: There is no correlation between the total cost in attributing to outbound logistics and the logistics costs taken into consideration, when global sourcing decisions made at head office to import components or raw material.
- H1: There is correlation between the total cost in attributing to outbound logistics and the logistics costs taken into consideration, when global sourcing decisions made at head office to import components or raw material.

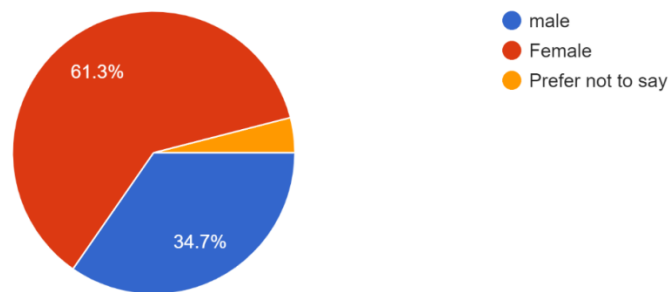
CHAPTER- 4

DATA ANALYSIS AND INTERPRETATION:

4.1.PERCENTAGE ANALYSIS :

4.1.1 GENDER:

Gender
75 responses



SOURCE : PRIMARY DATA

S NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1.	Male	26	34.7
2.	Female	45	61.3
TOTAL		75	100

Interpretation

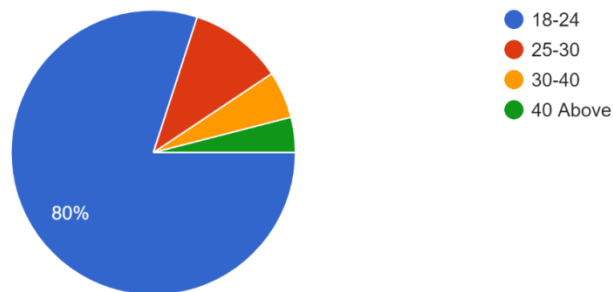
From the above table it is interpreted that the number of male respondent is 34.7% and female respondent is 61.3%.

Inference Majority 61.3% of the respondents are Female.

4.1.2 AGE:

Age

75 responses



SOURCE : PRIMARY DATA

S.NO	AGE	NO.OF RESPONDENTS	PERCENTAGE
1	18 – 24	60	80
2	25 – 30	8	10.7
3	30 – 40	4	5.3
4	40 Above	3	4
TOTAL		75	100

Interpretation

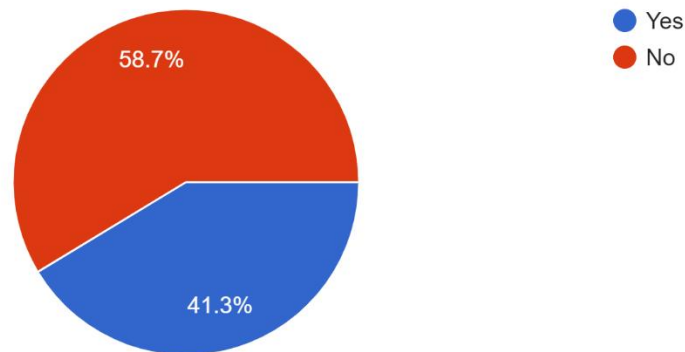
From the above table it is interpreted that the number of respondents between age group of 18 – 24 years are 60(80%) between 25-30 age of respondents are 8 (10.7%) between 30-40 age of respondents are 4(5.3%) and 40 above age of respondents are 3(4%) .

Inference Majority (80%) of the respondents are age between 18 - 24 years.

4.1.3 CLICK YES, IF YOU ARE AN EMPLOYEE IN RETAIL INDUSTRY.

Click Yes, if you are an employee in retail industry.

75 responses



SOURCE : PRIMARY DATA

S NO		NO. OF RESPONDENTS	PERCENTAGE
1.	Yes	31	41.3
2.	No	44	58.7
TOTAL		75	100

Interpretation

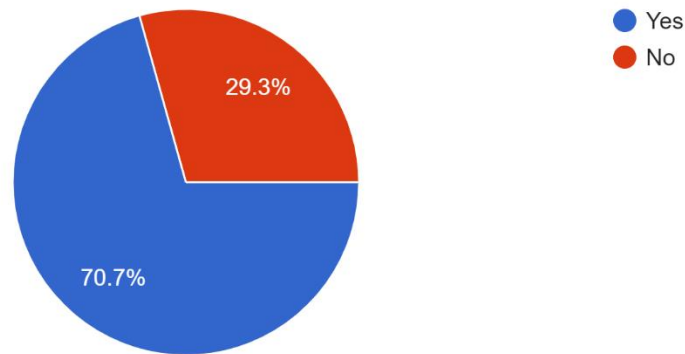
From the above table it is interpreted that the number of Yes respondent is 31 (41.7%) and No respondent is 44 (58.7%).

Inference Majority 58.7% of the respondents are No.

4.1.4 CLICK YES, IF YOU ARE A CUSTOMER.

Click Yes, if you are a customer.

75 responses



SOURCE : PRIMARY DATA

S NO		NO. OF RESPONDENTS	PERCENTAGE
1.	Yes	53	70.7
2.	No	22	29.3
TOTAL		75	100

Interpretation

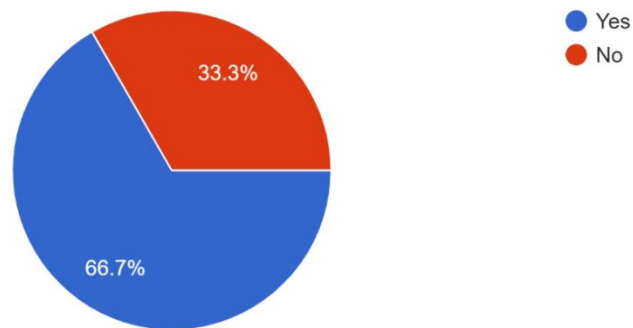
From the above table it is interpreted that the number of Yes respondent is 53 (70.7%) and No respondent is 22(29.3)%.

Inference Majority 58.7% of the respondents are No.

4.1.5 DOES YOUR INDUSTRY HAVE A STANDARD STRATEGIC SOURCING PROCESS?

Does your industry have a standard strategic sourcing process?

75 responses



SOURCE : PRIMARY DATA

S NO		NO. OF RESPONDENTS	PERCENTAGE
1.	No	25	33.3
2.	Yes	50	66.7
TOTAL		75	100

Interpretation

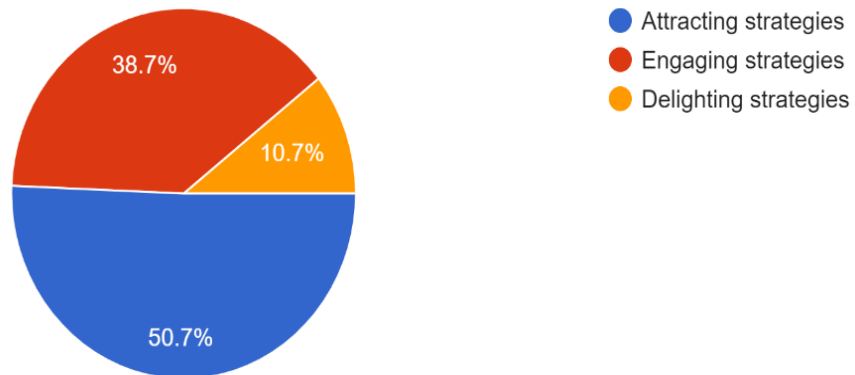
From the above table it is interpreted that the number of Yes respondent is 25(66.7%) and No respondent is 50(33.3)%.

Inference Majority 66.6% of the respondents are Yes.

4.1.6 WHAT TYPE OF STRATEGY DOES YOUR INDUSTRY CONSIDER WHEN MAKING A PURCHASE FROM AN INBOUND SOURCE?

What type of strategy does your industry consider when making a purchase from an inbound source?

75 responses



SOURCE : PRIMARY DATA

S NO		NO. OF RESPONDENTS	PERCENTAGE
1.	Attracting strategic	38	50.7
2.	Engaging strategic	29	38.7
3.	Delighting strategic	8	10.7
TOTAL		75	100

Interpretation

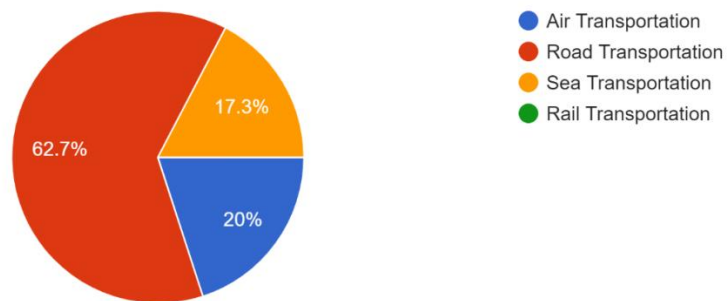
From the above table it is interpreted that the number of respondents of Attracting strategic is 38(50.7%), number of respondents of Engaging strategic is 29(38.7%), number of respondents of Delighting strategic is 8 (10.7).

Inference Majority (50.7 %) of the respondents are Attracting strategic is 38.

4.1.7 WHAT TYPE OF TRANSPORTATION DO YOUR INDUSTRY PREFER WHILE INBOUNDING?

What type of transportation do your industry prefer while inbounding?

75 responses



SOURCE : PRIMARY DATA

S NO		NO. OF RESPONDENTS	PERCENTAGE
1.	Air Transportation	15	20
2.	Road Transportation	47	62.7
3.	Sea Transportation	13	17.3
TOTAL		75	100

Interpretation

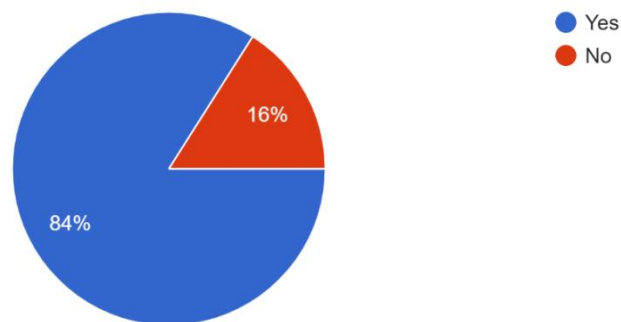
From the above table it is interpreted that the number of respondents of Air Transportation is 15(20%), number of respondents of Road Transportation is 47(62.7%), number of respondents of Sea Transportation is 13(17.3%).

Inference Majority (62.7%) of the respondents are Road Transportation is 47.

4.1.8 DID THE RECEIVING PROCESS, STORAGES ARE MONITORED AND CONTROLLED ONLINE IS EFFECTIVE.

Did the receiving process, storages are monitored and controlled online is effective?

75 responses



SOURCE : PRIMARY DATA

S NO		NO. OF RESPONDENTS	PERCENTAGE
1.	Yes	63	84
2.	No	12	16
TOTAL		75	100

Interpretation

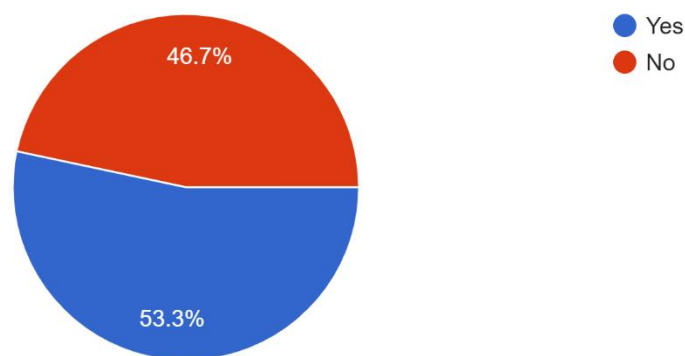
From the above table it is interpreted that the number of Yes respondent is 63(84%) and No respondent is 12(16%).

Inference Majority 84% of the respondents are Yes.

4.1.9 DID YOU FACE ANY ISSUES OR DIFFICULTIES AT THE STAGE OF DELIVERY?

Did you face any issues or difficulties at the stage of delivery?

75 responses



SOURCE : PRIMARY DATA

S NO		NO. OF RESPONDENTS	PERCENTAGE
1.	Yes	40	53.3
2.	No	35	46.7
TOTAL		75	100

Interpretation

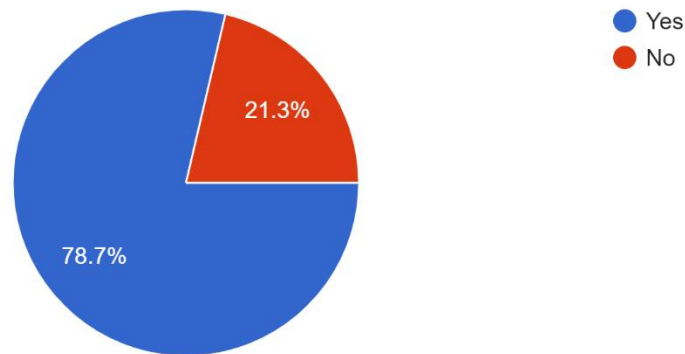
From the above table it is interpreted that the number of Yes respondent is 40(53.3%) and No respondent is 35(46.7%).

Inference Majority 53.3% of the respondents are Yes.

4.1.10 DO YOUR ORDERS ARE FILLED ACCURATELY?

Do your orders are filled accurately?

75 responses



SOURCE : PRIMARY DATA

S NO		NO. OF RESPONDENTS	PERCENTAGE
1.	Yes	59	78.9
2.	No	16	21.3
TOTAL		75	100

Interpretation

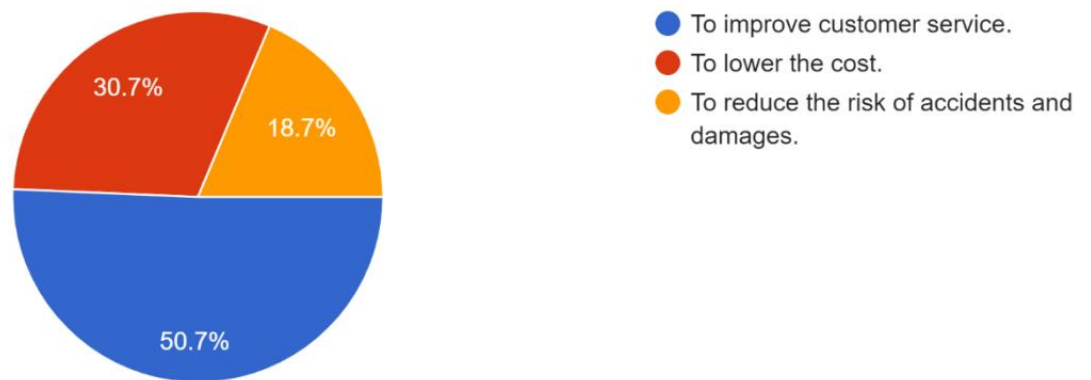
From the above table it is interpreted that the number of Yes respondent is 59 (78.9%) and No respondent is 16(21.3%.)

Inference Majority 78.9% of the respondents are Yes.

4.1.11 FOR WHAT PURPOSE OF MATERIAL HANDLING OF YOUR INDUSTRY SUPPORTS MOST?

For what purpose of material handling of your industry supports most?

75 responses



SOURCE : PRIMARY DATA

S NO		NO. OF RESPONDENTS	PERCENTAGE
1.	To improve customer service	38	50.7
2.	To lower cost	23	30.7
3.	To reduce the risk of accidents and damages	14	18.7
TOTAL		75	100

Interpretation

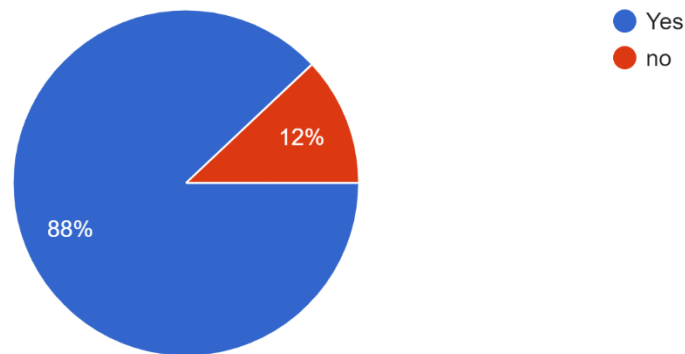
From the above table it is interpreted that the number of respondents of To improve customer service is 38(50.7%), number of respondents of To lower cost is 23(30.7%), number of respondents of Sea To reduce risk of accidents and damages is 14(18.7%).

Inference Majority (50%) of the respondents are Road Transportation is 38.

4.1.12 IS THE MATERIAL HANDLING SYSTEM USE THE RACKS AND THE PRODUCT CARRIERS FOR GOOD OPERATING CONDITION AND WELL MAINTAINED?

Is the material handling system use the racks and the product carriers for good operating condition and well maintained?

75 responses



SOURCE : PRIMARY DATA

S NO		NO. OF RESPONDENTS	PERCENTAGE
1.	Yes	66	88
2.	No	9	12
TOTAL		75	100

Interpretation

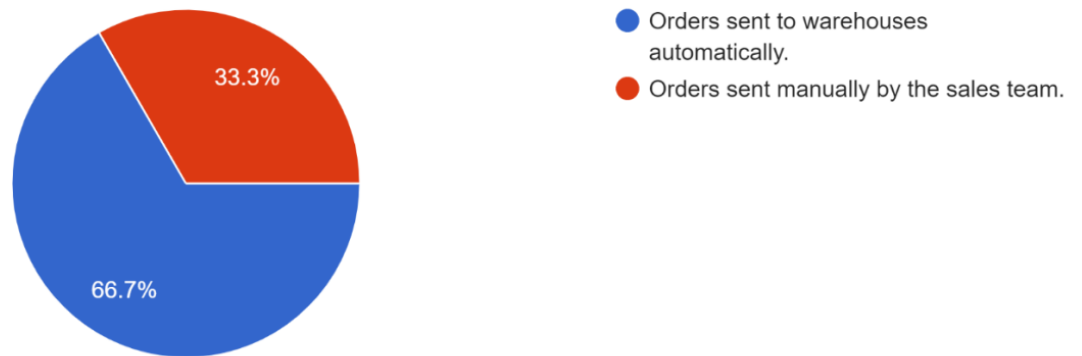
From the above table it is interpreted that the number of Yes respondent is 66 (88%) and No respondent is 9(12%).

Inference Majority 66% of the respondents are Yes.

4.1.13 WILL ORDERS BE SENT TO YOUR WAREHOUSES AUTOMATICALLY, OR WILL THIS BE A MANUAL PROCESS FOR THE SALES TEAM TO DO?

Will orders be sent to your warehouses automatically, or will this be a manual process for the sales team to do?

75 responses



SOURCE : PRIMARY DATA

S NO		NO. OF RESPONDENTS	PERCENTAGE
1.	Order sent to warehouses automatically	50	66.7
2.	Order sent manually by the sales team	25	33.3
TOTAL		75	100

Interpretation

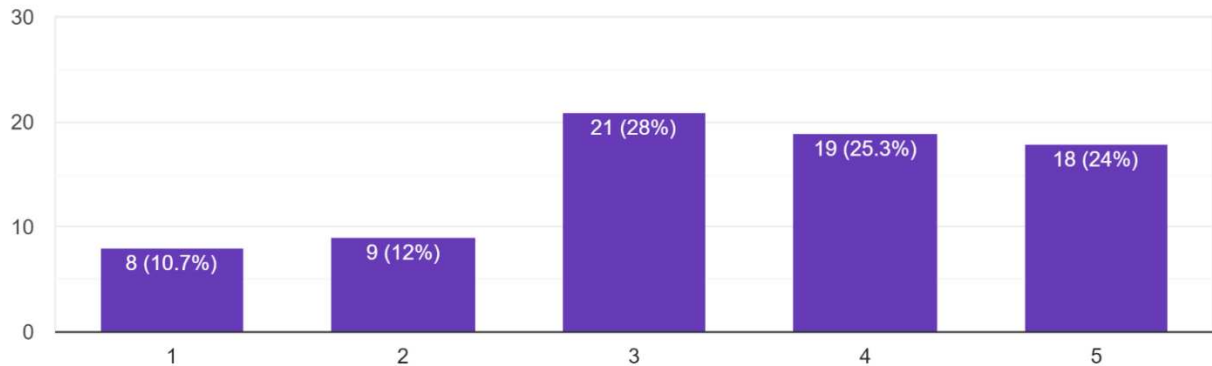
From the above table it is interpreted that the number of respondent of Order sent to warehouses automatically is 50 (66.7%) and number of respondent of Oder sent manually by the sales team is 25(33.3%).

Inference Majority 66.7% of the respondents are Order sent to warehouses automatically.

4.1.14 HOW SATISFIED ARE YOU WITH RETAIL INDUSTRY?

How satisfied are you with retail industry?

75 responses



S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	1	8	10.7
2	2	9	12
3	3	21	28
4	4	19	25.3
5	5	18	24
TOTAL		75	100

Interpretation

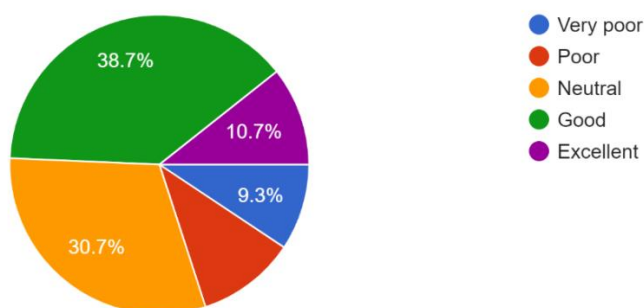
From the above table it is interpreted that the number of respondents of 1 is 8(10.7%),number of respondent in 2 is 9(12%), number of respondent of 3 is 21(28%),number of respondent of 4 is 19(25.3%), and 5 is 18(24%).

Inference Majority (28 %) of the respondents are 3.

4.1.15 HOW QUICKLY DO THE REPRESENTATIVE RESPONDS TO YOUR QUERIES AND CONCERNS?

How quickly do the representative responds to your queries and concerns?

75 responses



S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Very poor	7	9.3
2	Poor	8	10.7
3	Neutral	23	30.7
4	Good	29	38.7
5	Excellent	8	10.7
TOTAL		75	100

Interpretation

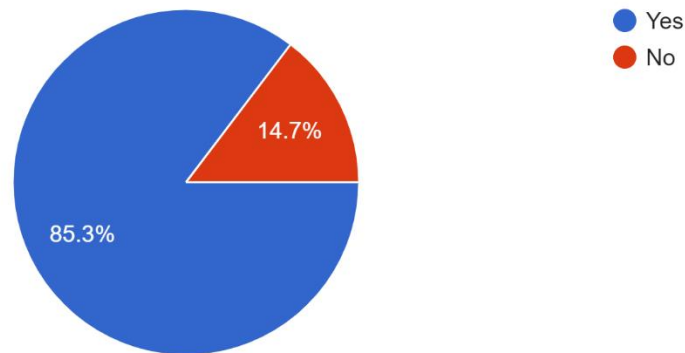
From the above table it is interpreted that the number of respondents of Very poor is 7(9.3%), number of respondent of Poor is 8(10.7%), number of respondent of Neutral is 23(30.7%), number of respondent of Good is 29(38.7%), and excellent is 8(10.7%).

Inference Majority (38.7%) of the respondents are Good.

4.1.16 DID THEY DELIVER THE PRODUCT OR SERVICES AS PROMISED?

Did they deliver the product or services as promised?

75 responses



SOURCE : PRIMARY DATA

S NO		NO. OF RESPONDENTS	PERCENTAGE
1.	Yes	64	85.3
2.	No	11	14.7
TOTAL		75	100

Interpretation

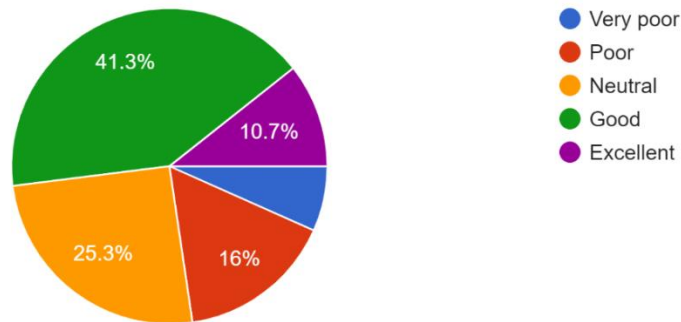
From the above table it is interpreted that the number of Yes respondent is 64 (85.3%) and No respondent is 11(14.7%).

Inference Majority 85.3% of the respondents are Yes.

4.1.17 HOW EFFECTIVE THE COMMUNICATION REGARDING ORDER STATUS DELAYS OR CHANGES?

How effective the communication regarding order status delays or changes?

75 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Very poor	5	6.7
2	Poor	12	16
3	Neutral	19	25.3
4	Good	31	41.3
5	Excellent	8	10.7

Interpretation

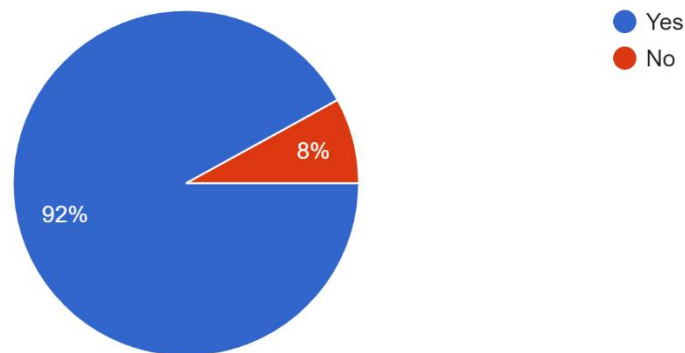
From the above table it is interpreted that the number of respondents of Very poor is 5(6.7%),number of respondent of Poor is 12(16%),number of respondent of Neutral is 19(25.3%),number of respondent of Good is 31(41.3%), and excellent is 8(10.7%).

Inference Majority (41.3%) of the respondents are Good.

4.1.18 WOULD YOU LIKE TO CONTINUE PURCHASING IN RETAIL INDUSTRY?

Would you like to continue purchasing in retail industry?

75 responses



SOURCE : PRIMARY DATA

S NO		NO. OF RESPONDENTS	PERCENTAGE
1.	Yes	69	92
2.	No	6	8
TOTAL		75	100

Interpretation

From the above table it is interpreted that the number of Yes respondent is 69 (92%) and No respondent is 8(8%).

Inference Majority 92% of the respondents are Yes.

HYPOTHESIS:

CHI-SQUARE

- **NULL HYPOTHESIS (H0):** There is no association between the total production cost attributing to inbound logistics and outbound logistics.
- **ALTERNATE HYPOTHESIS (H1):** There is association between the total production cost attributing to inbound logistics and outbound logistics.

	VALUE	DF	ASYMPTOTIC SIGNIFICANCE (2-SIDED)
Pearson chi-square	35.371a	2	.000
Likelihood Ratio	38.307	2	.000
Linear-by-Linear Association	.867	1	.352
N of valid cases	75		

INTERPRETATION;

Since the P value is 0.001, Which is less than the significance value (0.05) hence null hypothesis (H0) is rejected, and (H1) is accepted. There is the significant between the total cost attributing to inbound and outbound logistics.

INFERENCE:

Therefore, there is significance difference between the total production cost attributing to inbound and outbound logistics.

CORRELATION

- **NULL HYPOTHESIS (H0):**

There is no correlation between the total cost in attributing to outbound logistics and the logistics costs taken into consideration, when global sourcing decisions made at head office to import components or raw material.

- **ALTERNATE HYPOTHESIS (H1):**

There is correlation between the total cost in attributing to outbound logistics and the logistics costs taken into consideration, when global sourcing decisions made at head office to import components or raw material.

		COMPANY'S LOGISTICS COSTS ARE TAKEN INTO CONSIDERATION	THE TOTAL COST PERCENTAGE ATTRIBUTE TO OUTBOUND LOGISTICS COSTS.
COMPANY'S LOGISTICS COSTS ARE TAKEN INTO CONSIDERATION	PEARSON CORRELATION	1	.314**

	SIG (2-TAILED)	75	75
	N		
THE TOTAL COST PERCENTAGE ATTRIBUTE TO OUTBOUND LOGISTICS COSTS.	PEARSON CORRELATIO N	.314**	1
	SIG (2- TAILED)	.000	
	N	75	75

CORRELATION IS SIGNIFICANCE AT THE 0.01 (2- TAILED).

DECISION:

There is a strong and statistically significant positive correlation .

INFERENCE:

Therefore, there is no significant difference between the total cost percentage attributing to outbound logistics costs and the company's logistics cost

CHAPTER- 5

FINDINGS,SUGGESTIONS AND CONCLUSION :

5.1 FINDINGS:

- Majority (61%) of the respondents are female.
- Majority (80%) of the respondents are age 18-24 years old.
- Majority (58.7%) of the respondents are no.
- Majority (58.7%) of the respondents are no.
- Majority (66.6%) of the respondents are YES.
- Majority (50.7%) of the respondents are Attracting strategic.
- Majority (62.7%) of the respondents are Road transportation.
- Majority (84%) of the respondents are YES.
- Majority (53.3%) of the respondents are YES.
- Majority (78.9%) of the respondents are YES.
- Majority (50%) of the respondents are Road transportation.
- Majority (66%) of the respondents are YES.
- Majority (66.7%) of the respondents are Order sent to warehouse automatically.
- Majority (28%) of the respondents are 3.
- Majority (38.7%) of the respondents are Good.
- Majority (85.3%) of the respondents are YES.
- Majority (41.3%) of the respondents are Good.
- Majority (92%) of the respondents are YES.

5.2 SUGGESTIONS &RECOMMENDATIONS:

The elaboration of particular factors of the logistics can assist managers from the sphere of engineering control to pick out a suitable approach of logistics engagement easily and create cost of their deliver chains greater efficiently.

- The logistics overall performance is in direct correlation with the customer support or the provider first-rate. Furthermore, business enterprise income relies upon the first-rate of customer support. The customer support coverage can reduce the opportunity that there can be overlooked income, which, in recent times represents the worst advertising propaganda for a business enterprise.
- Old advertising rule says that happy clients are the actual capital of the business enterprise, and that they constitute the capital with the best boom rate. The function of customer support increases, even greater, whilst it's miles apparent that almost all of its capabilities are carried out in direct touch with clients with inside the market.
- It is recommended to replace the customer support via a control data machine and ultimately get at the side of the logistics overall performance altogether for the higher overall performance of the business enterprise.

5.3. LIMITATIONS OF STUDY:

- The study is confined to Chennai district only.
- The study is based upon the inbound and outbound logistics over the competitiveness in retail industry.

- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true.
- Due to storage of time and other constraints, the study has been limited 75 respondents only.

5.4 CONCLUSION:

Through this study, a model has been understood for the use in determining the logistics success of an industry, company, product, or group of products. The model is simple as it is, where the customer satisfaction and the company's service has to been achieved through the customers alone. Customers been satisfied with the available product determines the success of the company's logistics performance. The model is financially driven and success is based on optimizing efficiency. It delivers tranquil method for producing a rating, and is most effective when financial data is available.

The model is elastic enough to be precise in all industries and to give managers the prospect to establish the most important activities to their companies. The persisted use of this technique will make it extra valuable, because it will offer benchmarks and display successive development or decline with inside the performance of logistics activities. The evaluation of the fabric enterprise affords a concrete instance of the technique's use. It suggests that each enterprise is unique, as transportation and warehousing had been to begin with notion of because the maximum key logistics achievement factors, however it became out that the retail fabric enterprise positioned extra significance on packaging and stock control through its allocation of costs.

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ANNEXURE – 1 QUESTIONNAIRE:

1.EMAIL-ID: _____

2.NAME: _____

3. GENDER:

a) MALE

b) FEMALE

c) PREFER NOT TO SAY

4.AGE:

a) 18-24

b) 25-30

c) 30-40

d) 40 Above

5. CLICK YES, IF YOU ARE AN EMPLOYEE IN RETAIL INDUSTRY

a) YES

b) NO

6. CLICK YES, IF YOU ARE A CUSTOMER.

a) YES

b) NO

7. DOES YOUR INDUSTRY HAVE A STANDARD STRATEGIC SOURCING PROCESS

a) YES

b) NO

8. WHAT TYPE OF STRATEGY DOES YOUR INDUSTRY CONSIDER WHEN MAKING A PURCHASE FROM AN INBOUND SOURCE ?

a) ATTRACTING STRATEGY

b) ENGAGING STRATEGY

c) DELIGHTING STRATEGY

9. WHAT TYPE OF TRANSPORTATION DO YOUR INDUSTRY PREFER WHILE INBOUNDING ?

a) AIR TRANSPORTATION

b) ROAD TRANSPORTATION

c) SEA TRANSPORTATION

d) RAIL TRANSPORTATION

10. DID THE RECEIVING PROCESS , STORAGES ARE MONITERED AND CONTROLLED ONLINE IS EFFECTIVE ?

a) YES

b) NO

11. DID YOU FACE ANY ISSUES OR DIFFICULTIES AT THE STAGE OF DELIVERY ?

a) YES

b)NO

12. DOES YOUR ORDERS ARE FILLED CORRECTLY ?

a) YES

b) NO

13. FOR WHAT PURPOSE OF MATERIAL HANDLING OF YOUR INDUSTRY SUPPORTS MOST ?

a) TO IMPROVE CUSTOMER SERVICE.

b) TO LOWER THE COST.

c) TO REDUCE THE RISK OF ACCIDENTS AND DAMAGES.

14. IS THE MATERIAL HANDLING SYSTEM USE THE RACKS AND THE PRODUCT CARRIERS FOR GOOD OPERATING CONDITION AND WELL MAINTAINED ?

a) YES

b) NO

15. WILL ORDERS BE SENT TO YOUR WAREHOUSES AUTOMATICALLY , OR WILL THIS BE A MANUAL PROCESS FOR THE SALES TEAM TO DO ?

a) ORDERS SENT TO WAREHOUSES AUTOMATICALLY.

b) ORDERS SENT MANUALLY BY THE SALES TEAM.

16. HOW SATISFIED ARE YOU WITH RETAIL INDUSTRY ?

a) 1

b) 2

c) 3

d) 4

e) 5

17. HOW QUICKLY DO THE REPRESENTATIVE RESPONDS TO YOUR QUERIES AND CONCERNS?

- a) VERY POOR
- b) POOR
- c) NEUTRAL
- d) GOOD
- e) EXCELLENT

18. DID THEY DELIVER THE PRODUCT OR SERVICES AS PROMISED ?

- a) YES
- b) NO

19. HOW EFFECTIVE THE COMMUNICATION REGARDING ORDER STATUS DELAYS OR CHANGES ?

- a) VERY POOR
- b) POOR
- c) NEUTRAL
- d) GOOD
- e) EXCELLENT

20. WOULD YOU LIKE TO CONTINUE PURCHASING IN RETAIL INDUSTRY ?

- a) YES
- b) NO

