

# **VALUE ADDED SERVICE IN REVERSE LOGISTICS AT GATI KWE LTD**

Submitted in partial fulfilment of the requirements for the award of

**MASTER OF BUSINESS ADMINISTRATION**

*by*

**KAARTIK KUMAR K R**

**40410078**



**SCHOOL OF MANAGEMENT STUDIES**

## **SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE**

**JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

**APRIL 2022**



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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119

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## **SCHOOL OF BUSINESS ADMINISTRATION**

### **BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of **KAARTIK KUMAR K R (40410078)** who carried out the project entitled **"Value Added Service in Reverse Logistics at Gati Kwe Ltd"** under my supervision from November 2021 to March 2022.

**Dr. DHIVYA SATHISH**

**Mr.S.JEYAPRAKASH**

**INTERNAL GUIDE**

**EXTERNAL GUIDE**

**Dr. BHUVANESWARI G**

**Dean – SCHOOL OF BUSINESS ADMINISTRATION**

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Submitted for Viva voce Examination held on \_\_\_\_\_

**Internal Examiner**

**External Examiner**

## **DECLARATION**

I **KAARTIK KUMAR K R (40410078)** hereby declare that the Project Report entitled “**Value Added Service in Reverse Logistics at Gati Kwe Ltd**” done under the guidance of **DR.DHIVYA SATHISH** and **Mr.S.JEYAPRAKASH** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

**DATE:**

**PLACE:**

**KAARTIK KUMAR K R**

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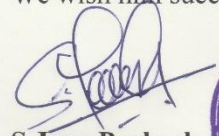
**April 4, 2022**

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr.Kaartik Kumar K R**, a bonafide student of Sathyabama Institute of Science and Technology, Chennai, pursuing Master of Business Administration has completed the project titled **“Value Added Service in Reverse Logistics at Gati Kwe Ltd”**, as a part of his academic curriculum, from **1<sup>st</sup> November 2021 to 31<sup>st</sup> March 2022**.

During the period, he showed keen, enthusiasm to learn

We wish him successful and future endeavors

  
**S.Jaya Prakash**  
Human Resources  
Operation Head



## **ACKNOWLEDGEMENT**

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **DR. BHUVANESWARI G**, Dean, School of Business Administration and **DR. PALANI A**, Head, School of Management Studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR. DHIVYA SATHISH**, Faculty, School of Management Studies for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

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I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the project.

(KAARTIK KUMAR K R)

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## **ABSTRACT**

In the competitive world of manufacturing, companies are often searching for new ways to improve their process, customer satisfaction and stay ahead in the game with their competitors. The term “value added services” is defined as a service adding extra feature, form or functions to the basic service and stands for all types of activities which are not directly based on services traditionally offered by 3PL providers, i.e: transportation and warehousing. Although value-added services can offer obvious advantages in form of customer lock-in and improved competitive advantage, such services are still offered at a low level and there is much space for development.

The purpose of this study is to analyse how 3PL firms develop value added services and to investigate what the driving forces and barriers for developing and providing such services are in the frame of reference with in service management, outsourcing, third party logistics, value-added services, innovation and learning have been used.

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## **LIST OF ABBREVIATIONS**

|     |   |                             |
|-----|---|-----------------------------|
| 3PL | - | Third Party Logistics       |
| WMS | - | Warehouse Management System |
| VAS | - | Value Added Services        |
| RTO | - | Return to Origin            |

# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

Value-Added Services (VAS) are performed to meet customer demands. They can be activities performed on a product before the product is delivered to the customer, or a provided service that is performed at the customer site.

A value-added service (VAS) is a popular telecommunications industry term for non-core services, or, in short, all services beyond standard voice calls and fax transmissions. However, it can be used in any service industry, for services available at little or no cost, to promote their primary business.

Expeditors' value-added services range from simple to complex, enabling a variety of logistics delivery models that improve customer service while mitigating inventory and transportation costs. Our value-added services let you meet the diverse needs of customers while improving delivery times.

#### **Value Added Services That A 3PL Provider Can Offer**

Nowadays, the traditional services offered by 3PL companies in India are no longer enough.

Here are some VAS when provided by 3PL provider then leads to increase in flexibility and service quality

- **Packaging:** Includes packing the goods into cartons or containers according to specific requirements of clients.
- **Assembly:** It is done when some products are shipped as unassembled parts in order to make the transportation more convenient and cheaper.
- **Bagging or Kitting:** Refers to combining a number of separate but related items and putting them together in one kit.
- **Shrink Wrapping:** It can be used to wrap multiple or individual products and can be of varying types and qualities.
- **Store Ready Packing:** This type of packing is done to make any goods ready to be displayed in the store.

### **Benefits of VAS from 3PL providers:**

- **High Quality Service:** Since the 3PL provider employs experts who are well versed in the procedure, they are capable of offering a better quality of comprehensive services.
- **More Flexibility:** There is better communication and coordination among the various departments due to one organization handling of different procedures. It results into highly flexibility and also saves labor, space and time.
- **Easy to Pinpoint Liability:** If all different aspects are handled by one service, they are the ones liable and answerable if anything goes wrong.

With 3PL warehouse and logistics companies such as 20Cube, you will be able to enjoy the benefits of such value added services. Not only do we offer comprehensive logistics solutions but also have expertise and in-depth knowledge of recent trends to provide a satisfactory customer experience.

## **1.2 INDUSTRY PROFILE**

### **OVERVIEW OF INDIAN LOGISTICS INDUSTRY**

The Indian logistics industry was valued at an estimated US\$ 130 billion in 2012-13. It has grown at a CAGR of over 16 per cent over the last five years. The industry comprises the following main segments: Freight and passenger transportation via road, rail, air and water Warehousing and cold-storage The contribution from the movement of goods including freight transportation and storage is about 90 per cent. Aggregate freight traffic is estimated at about 2-2.3 trillion tonne kilometers. Road dominates the mode of freight transport mix and constitutes about 60 per cent of the total freight traffic. Rail and coastal shipping account for about 32 per cent and 7 per cent, respectively, while the share of inland waterways transportation and air is less than 1 per cent each.

Warehousing comprises industrial and agricultural storage. Of the total warehousing space of about 1,800 million sq ft, the industrial and agricultural segments constitute about 86 per cent and 14 per cent, respectively. Government organizations including Food Corporation of India, Central Warehousing Corporation and the state warehousing corporations account for about two-thirds of the agricultural warehousing segment<sup>1</sup>. Warehousing also includes cold storage, comprising over 5,300 units; most of which are concentrated in the states of Uttar Pradesh, Punjab and West Bengal. According to the Ministry of Agriculture, at present, the cold chain capacity is about 9 million tonnes. India's logistics Industry has witnessed an exponential growth in the last few years. Now contributing to around 14% of our country's total GDP, the logistics market in India is expected to move up to a staggering \$ 301.89 billion by 2020, serving as a backbone to the economy. As India becomes more open to trade and investment in recent years, the need for logistics services is also increasing proportionately, providing more opportunities for service providers. Investing in this industry is a good idea as it is still in development stage.

### **Challenges in Indian Logistics Industry**

In India, inter-state trade and logistics are considered to be a complex and critical issue, increasing the cost of doing business up to a great extent. The lack of sound inland transport infrastructure and the poor state of national and state highways have been hindering the growth of the industry for a long time now, leading to high transit times. Probably one of the most significant challenges faced by the industry today is the insufficient integration of information technology in transport networks, warehousing and distribution processes. Besides, regulations in our country exist at a number of different tiers imposed by national, regional and local authorities, and may vary from city to city, thus creating bottlenecks in the

creation of national networks. Last-mile delivery for e-commerce continues to be a pain-point, even for the established delivery companies.

A major share of this industry in India is dominated by unorganized players resulting in barriers to entry for new technologies and innovations and global supply chain models. Also, the industry is facing a shortage of skilled human resource with sound operational and technical knowledge of supply chain management, in-turn making it difficult to employ latest technologies to the benefit the customers. With 65 per cent of freight moving on the road, transportation delays not just impact the transit time, but also adds to the costs. Curbing roadblocks can cut freight time by 20-30 per cent and logistics costs by approximately 30-40 per cent, suggest industry estimates.

### **How is technology making a difference?**

Like several other industries in India, tech-integration is bound to offer immense value for the Indian logistics industry also. On-demand consumer logistics space in India is burgeoning, with several start-ups coming up with innovative technologies and approaches to revolutionize logistics. Tech-driven solutions for this sector are getting better and smarter with every passing day, addressing various pain points in the supply chain in India.

By using tech-aggregation models, start-ups are nowadays allowing individual fleet operators to expand without losing on the profitability part, thus also reducing the problem of fragmentation in the industry. Solutions built on artificial intelligence are assisting fleet owners in designing route optimization for vehicles, enabling optimum utilization of their assets. Further, real-time GPS-based vehicle tracking has introduced never-known-before transparency and reliability to India's trucking industry.

By combining core capabilities of the Internet of Things (IoT), data assessment and automation, moving and tracking of cargo have been made easier than ever before. In the past one year, more than 200 start-ups have come up to solve infrastructure and last-mile problems and help businesses smoothly operate their distribution network. New inventions like mobile DGPS, RFID, etc. have helped the industry in minimizing the issue of identification and location of the products along the supply chain, eventually leading to better profit margins.

Technology is also helping in the reduction of a lot of paperwork involved in lorry receipt, proof of delivery, invoicing, and other processes in logistics. New-age cloud-based solutions have proven to be particularly useful in this context. Post-GST implementation, it is predicted that swift billing will become quite essential for customers to claim GST input credits, and again banking on IT and technology integration will be the only way out.

## **Warehouse management and control**

Although there is some overlap in functionality, warehouse management systems (WMS) can differ significantly from warehouse control systems (WCS). Simply put, a WMS plans a weekly activity forecast based on such factors as statistics and trends, whereas a WCS acts like a floor supervisor, working in real time to get the job done by the most effective means. For instance, a WMS can tell the system that it is going to need five of stock-keeping unit (SKU) A and five of SKU B hours in advance, but by the time it acts, other considerations may have come into play or there could be a logjam on a conveyor. A WCS can prevent that problem by working in real time and adapting to the situation by making a last-minute decision based on current activity and operational status. Working synergistically, WMS and WCS can resolve these issues and maximize efficiency for companies that rely on the effective operation of their warehouse or distribution center.

## **Logistics outsourcing**

Logistics outsourcing involves a relationship between a company and an LSP (logistic service provider), which, compared with basic logistics services, has more customized offerings, encompasses a broad number of service activities, is characterized by a long-term orientation, and thus has a strategic nature.

Outsourcing does not have to be complete externalization to an LSP, but can also be partial:

- A single contract for supplying a specific service on occasion
- Creation of a spin-off
- Creation of a joint venture

Third-party logistics (3PL) involves using external organizations to execute logistics activities that have traditionally been performed within an organization itself. According to this definition, third-party logistics includes any form of outsourcing of logistics activities previously performed in house. For example, if a company with its own warehousing facilities decides to employ external transportation, this would be an example of third-party logistics. Logistics is an emerging business area in many countries.

The concept of a fourth-party logistics (4PL) provider was first defined by Andersen Consulting (now Accenture) as an integrator that assembles the resources, planning capabilities, and technology of its own organization and other organizations to design, build, and run comprehensive supply chain solutions. Whereas a third-party logistics (3PL) service provider targets a single function, a 4PL targets management of the entire process. Some have described a 4PL as a general contractor that manages other 3PLs, truckers, forwarders,

custom house agents, and others, essentially taking responsibility of a complete process for the customer.

### **Horizontal alliances between logistics service providers**

Horizontal business alliances often occur between logistics service providers, i.e., the cooperation between two or more logistics companies that are potentially competing. In a horizontal alliance, these partners can benefit two fold. On one hand, they can "resources which are directly exploitable." In this example extending common transportation networks, their warehouse infrastructure and the ability to provide more complex service packages can be achieved by combining resources. On the other hand, partners can "access intangible resources, which are not directly exploitable." This typically includes know-how and information and, in turn, innovation.

### **Logistics automation**

Automated storage and retrieval system used by the U.S. military, also used by business in conjunction with manual picking.

Logistics automation is the application of computer software or automated machinery to improve the efficiency of logistics operations. Typically this refers to operations within a warehouse or distribution center with broader tasks undertaken by supply chain management systems and enterprise resource planning systems.

Industrial machinery can typically identify products through either Bar Code or RFID technologies. Information in traditional bar codes is stored as a sequence of black and white bars varying in width, which when read by laser is translated into a digital sequence, which according to fixed rules can be converted into a decimal number or other data. Sometimes information in a bar code can be transmitted through radio frequency, more typically radio transmission is used in RFID tags. An RFID tag is card containing a memory chip and an antenna which transmits signals to a reader. RFID may be found on merchandise, animals, and vehicles and people as well.

### **Conclusion**

In a consumption-driven economy, there always lies a definitive need for efficient and reliable logistics solutions connecting every household for inclusive deliverables. In the logistics and transport industry, start-ups that provide powerful back-end technology, hyper-local delivery services, and truck aggregators were seen to be in the news recently.

Come 2021, and we see India been ranked second (only after China) on the Emerging Markets Logistics Index, a welcome news for the logistics fraternity. With the proliferation of

smartphones and call for Digital India, the logistics sector does not want to remain constrained and backdated anymore. Investing in better data analytics to forecast customer demand has become the need of the hour. While start-ups have already begun to reinvent the supply chain with fresh ideas and resources, real emphasis must be put at the moment on embracing technology by stakeholders at each and every level of the supply chain.

## 1.3 COMPANY PROFILE

### **A comprehensive range of services and smart solutions**

From mining and manufacturing to clothes, cars and food, Gati Kwe Ltd is all about delivering the right product, to the right place, at the right time, at the right price.

Our combined services equip us to design, implement, operate and manage smart supply chain solutions.

By understanding our clients' businesses inside and out, we deliver integrated and customized solutions to create a competitive advantage.

Operational excellence provides us with a smart process that drives continuous improvement, which makes us better at what we do.

Innovation sits at the heart of smart. Thinking *outside the box* and making better use of resources is the very essence of smart supply chain solutions.

At Gati Kwe Ltd we believe your supply chain is a key enabler of success. It's why we're driven to make your supply chain work harder for your business.

In addition to optimizing individual logistics functions, Gati Kwe Ltd has led the way in adopting an integrated approach to supply chain management.

By combining strategy, planning and management with excellent operational execution, we analyses, design, implement, manage and operate entire supply chains.

As a result, a new breed of optimized supply chains is being developed. Supply chains that are designed around your business goals. Supply chains that are far more efficient, effective, flexible and responsive to ever changing market needs.

### **Combining ingenuity, expertise and real life experience.**

At Gati Kwe Ltd there is nothing ordinary about the way we do business. We're committed to creating extraordinary solutions that exceed expectations and deliver exceptional results.

Our strategy is simple. We link your supply chain to your business strategy. In other words, we ensure you have the right operations, resources and capabilities to implement your strategy and realize your vision.

We do this by thinking out of the box, breaking down barriers and pushing boundaries. We identify hidden problems by knowing what to look for and where to find them. We then transform the right possibilities into profitable opportunities.

It's how we've helped multinational organizations around the world cut costs, grow revenue and improve customer service.

## **CODE OF CONDUCT**

### **Setting standards in global corporate governance.**

The world is continually changing, and so is our business. But one thing that will never change is our commitment to maintaining the highest ethical standards. Our reputation is one of our greatest assets. Each of us has a responsibility to protect and live up to it – every day.

Here is what our code of ETHICS means to and for all of us:

- Obey the LAW
- Be FAIR
- Be HONEST
- RESPECT others
- Protect the ENVIRONMENT

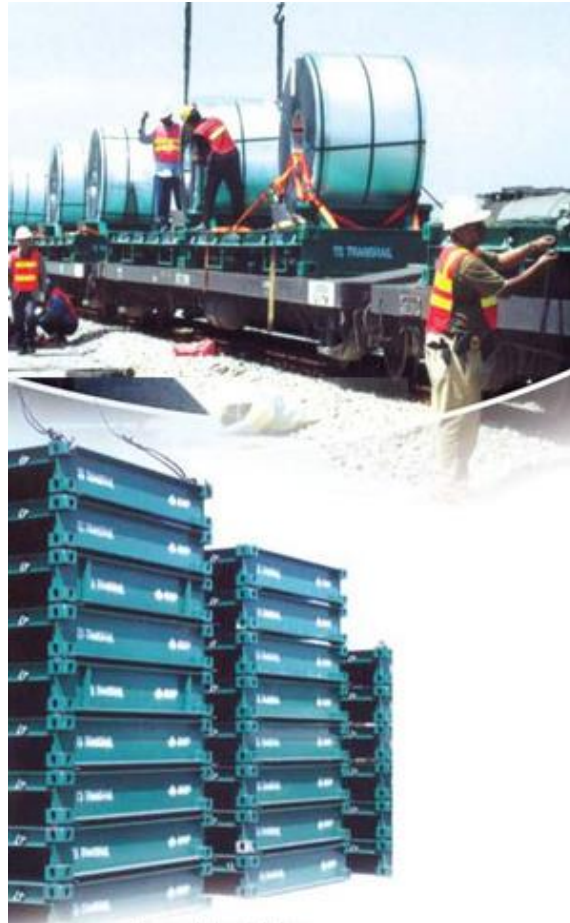
## **SERVICES**

1. Cargo Management
2. Waste Management and Consultancy
3. Warehouse and Distribution
4. Inventory solutions
5. Supply chain consulting
6. Supply chain management
7. Road transportation
8. Transport Management Services
9. Supply chain software planning
10. Freight forwarding

### **1. CARGO MANAGEMENT**

From start to finish, the industrial and project cargo distribution area is well taken care of through our dedicated project management team. Here, Safety is accorded high priority.

Evolving from the need of customized cargo transportation, it also provides the logistics for project cargo handling from shipyard or factory to site and vice versa. From steel coils and beams to heavy-lift cargo, we offer customized solutions that are safe, timely and cost-effective.



## **2. WASTE MANAGEMENT AND CONSULTANCY**

Accredited with ISO14000:2010, our Hi-Tech Waste Management provides waste management and consultancy for a wide range of industrial and commercial customers including clients.

Realizing the crucial need for environment-friendly and cost-effective solutions to waste management, the company offers an extensive range of services that include witness disposal of FMCG products, solid waste minimization consultancy and industrial tank cleaning.

Other areas of primary expertise include the exploration of the 'wormy culture' in waste management and expanding our services into the transportation of palm oil waste.



### **3. WAREHOUSE AND DISTRIBUTION**

Taking stock of where your business is and moving it into a new direction.

Adopting an integrated strategic approach and looking at your delivery network holistically, our warehousing and distribution solutions are smart, streamlined and efficient.

When it comes to warehousing we look at whether it will serve your interests to rent, buy or build. We evaluate the benefits of location, size and design, factoring in where your sources of supply and delivery destinations lie.

Our aim is to design and manage or operate customized warehouse solutions that deliver bottom-line benefits by helping you to be more productive, your organization more efficient, and your business more agile. We implement collaborative techniques, provide tools for measuring success, and advanced analysis, which demonstrates our original thinking.

Designed for today but with the future in mind, our solutions are based on a comprehensive range of bespoke management systems and processes, which include cross-docking, racking, shelving, pick-and-pack, and track and trace capabilities.

Consistent quality, operational excellence and on-going innovation is how we achieve a reduction in inefficiencies, enhanced consumer value, improved cash flow and profits for your business.

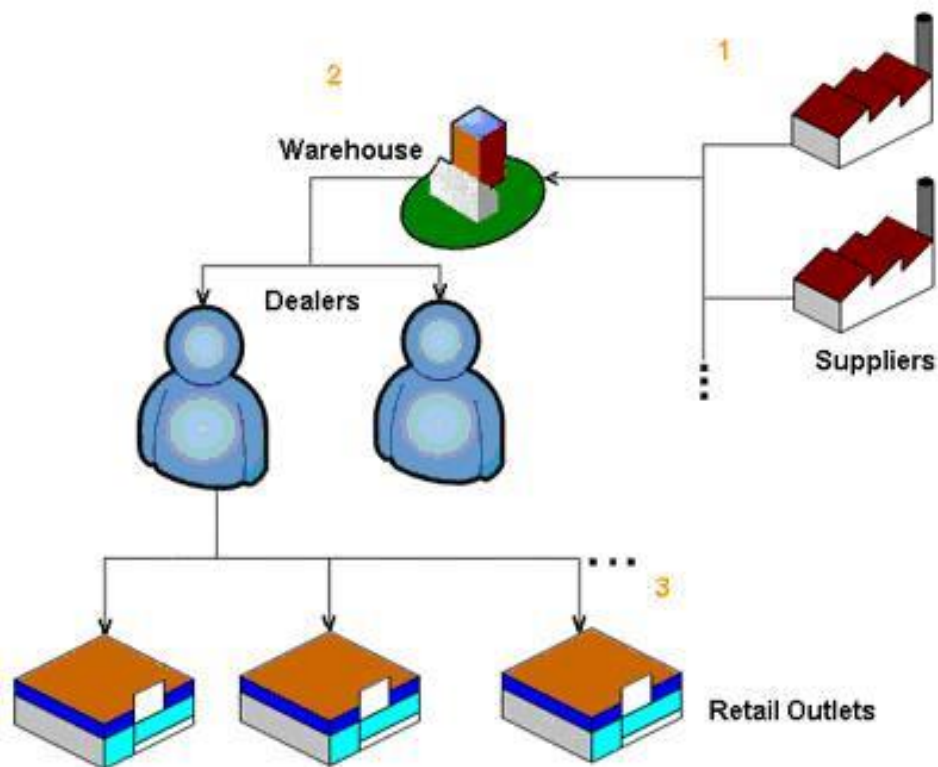


#### **4. INVENTORY SOLUTIONS**

Reducing risks and maximizing opportunities.

Inventory sits at the heart of any supply chain strategy. Too little or too much has far reaching implications for your business.

The real opportunity lies in our inventory and supply chain planning solutions that not only optimize inventory, but link it to your business strategy. This in turn allows us to identify where we need to align and redesign key elements of your supply chain so that you deliver more value to your customers at a lower cost.



## 5. SUPPLY CHAIN CONSULTING

Measured, managed and aligned with your business goals.

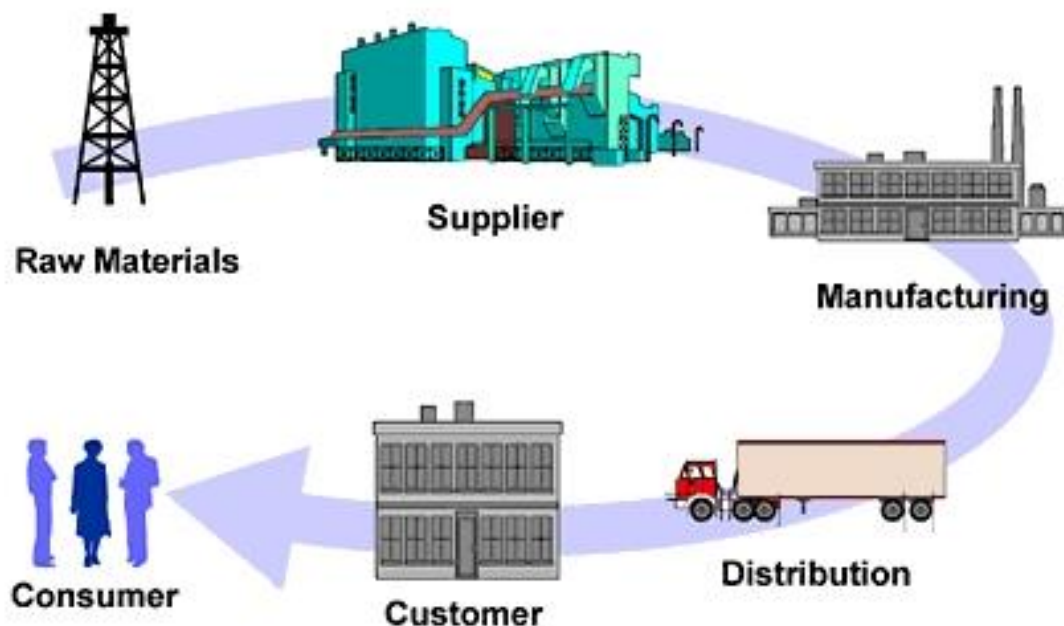
Through supply chain consulting, Gati Kwe Ltd equips you with the big picture, identifying what's working, what isn't and what can be optimized for operational efficiency.

Regardless of the industry or sector you operate in, our specialized consultants have the experience, knowledge and insight to provide practical supply chain solutions that are innovative and results orientated.

Working together with you, we determine objectives, budget, time constraints, resources, risks, assumptions, and other variables up front. We then measure, analyses and benchmark your logistics operations or entire supply chain against global best practices.

By identifying where you've come from, and where you are, we can help you get to where you want to be.

Using a variety of world-class tried and tested tools and methodologies, including sophisticated modelling and scenario planning, our consultants apply their analytical skills to uncover potential complications and profitable prospects.



## 6. SUPPLY CHAIN MANAGEMENT

An altogether better supply chain solution

Gati Kwe Ltd pioneering approach to supply chain management has made us the partner of choice for re-engineering some of the most sophisticated supply chains in the world.

Through our holistic approach and original thinking we're able to create supply chains that are dynamic, adaptable, responsive and visible. Performance-based supply chains that drive costs down and profits up.

We understand no business is the same. Which is why our supply chain management solutions are completely customized? Whether you want to know how a change in manufacturing processes will impact on your distribution, or you need a redesigned distribution network, our scenario planning, modelling and analysis tools combined with our expertise and resourcefulness ensures you get a solution that truly supports your business objectives.

Creating an innovative, customized supply chain solution is just the beginning. We then put a disciplined practical plan in place to ensure successful implementation and continuous improvement.

Our account management teams and consultants see themselves as an extension of your business from design to the on-going management or operation of your supply chain. Commitment and collaboration form the foundation of every partnership.



## 7. ROAD TRANSPORT

Driven to deliver sustainable transport solutions.

We have the size, strength and expertise to deliver flexible, optimised and sustainable transport solutions to new and existing clients.

We deliver transport solutions across a wide range of industries. Our variety of services include dedicated, linehaul, cross-border, fuel, chemical and gas, timber, project cargo and abnormal loads, as well as other specialised services.

We have a combined track record of service excellence, innovation, advanced fleet management capabilities and international standards of safety, governance and risk management. It's how we deliver sustainable results that not only reduce risk and costs, but increase service levels, reliability and supply chain flexibility.

For a smart transport solution geared

## 8. TRANSPORT MANAGEMENT SERVICES

Creating a competitive advantage.

Our dedicated Transport Management Services (TMS) team provides a service that encompasses far more than transport management. Armed with the experience, expertise, skills and knowledge, the TMS team begins by understanding your holistic business and supply chain needs.

This is followed by designing the optimal network configuration, strategic sourcing, planning, optimising and managing the nationwide distribution of your goods. In addition TMS manages everything from daily administration to analyzing trends, providing business intelligence and insight, which in turn enables an environment of continuous improvement.

Ultimately TMS is geared to help you reduce costs and risks but also increase integration, service levels, visibility and supply chain flexibility. The bottom line? TMS is in the business of developing a competitive advantage for the businesses we work with.

## **9. FREIGHT FORWARDING**

### **Reliable global capacity guaranteeing you peace of mind.**

At Gati Kwe Ltd, we're passionate about delivering your goods in the most cost-effective and efficient way.

By understanding your needs and wants through intelligent analysis of the best way to move your goods, we provide a customized solution that fits both your financial and delivery needs.

As the Freight Forwarding partner for many blue chip companies, Gati Kwe Ltd safely transports your cargo around the world, on time, on target and on budget.

### **AIR FREIGHT**

#### **Fast and efficient.**

Our comprehensive range of services in airfreight comprises:

- Consolidation services
- Air charters
- Customs brokerage
- Transshipment services
- Cross port services
- Direct shipments
- Events

Information Technology - Customized and cutting edge.

All of our products and solution offerings are underpinned and enabled by the most sophisticated information technology available.

- Fully-fledged ERP systems
- Online booking and shipment tracking for clients and agents
- Shipment status updates for customers via EDI/Fax/Email
- A sophisticated integration tool allows handshakes between client's systems and ours, ensuring faster response times to customers

## **Distribution**

Whatever you need to move, wherever, we're equipped to move it.

Our Freight Forwarding and Clearing division offers a full range of rubber on the road options for your cargo, including:

- Heavy-duty fleet
- Tractor units
- Trailers
- Pick-up units
- Reefer and dry containers
- GPS

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 REVIEW OF LITERATURE**

Dhananjaya Reddy (2018), In the competitive world of manufacturing, companies are often searching for new ways to improve their process, customer satisfaction and stay ahead in the game with their competitors. Reverse logistics has been considered a strategy to bring these things to life for the past decade or so. This thesis work tries to shed some light on the basics of reverse logistics and how reverse logistics can be used as a management strategy. This paper points out the fundamentals of reverse logistics and looks into what kind of decisions today's logistics managers have to take on a daily basis for the improvement of their logistics model. A growing concern has been developing to control rising global pollution, this paper also brings out some of the effects of reverse logistics decisions on the environment and vice versa. The thesis starts out by compiling the works of researchers and logistics experts in the field of logistics in the theoretical background section. Through a survey conducted in a few manufacturing firms in India, a small picture of the extent to which reverse logistics has penetrated the manufacturing world has been drawn.

Kahuina Hassan Miller (2014), seeks to determine the benefits of using reverse logistics as a value added service for Jamaica to re-gain competitiveness within Latin American and the Caribbean region. Globalization has enabled countries to benefit from transshipment and logistics. The rapid growth in containerization has enabled countries such as Singapore, Holland and United Arab Emirates to benefit economically by using logistics as an integral part of trade. Panama has benefited from transshipment and maritime services by the canal and accounts for 70% of all transshipment in Latin America and the Caribbean.

Saurabh Agrawal, Rajesh K. Singh, Qasim Murtaza (2014), reverse logistics (RL) has become a field of importance for all organizations due to growing environmental concerns, legislation, corporate social responsibility and sustainable competitiveness. RL refers to the sequence of activities required to collect the used product from the customers for the purpose of either reuse or repair or re-manufacture or recycle or dispose of it. Perusal of the literature shows that research in the field of RL is in

evolving phase and issues pertaining to adoption and implementation, forecasting product returns, outsourcing, RL networks from secondary market perspective, and disposition decisions have not been reviewed extensively. This study attempts to fill the existing gap through literature review on these issues, and outline the future directions for research based on research gap analysis.

Craig.R.Carter and Lisa L.Ellaram (1998), Reverse logistics is a process whereby companies can become more environmentally efficient through recycling, reusing and reducing the amount of material used. Viewed narrowly, it can be thought of as the reverse distribution of material among channel members. A more holistic view of reverse logistics include the reduction of materials as in the forward system in such a way fewer material can flower back, reuse of material is possible and recycling is facilitated.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 RESEARCH**

Research is the process of systematic and in the depth study of any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details of data.

Research is an art of scientific investigation. The advanced learner's dictionary of current English lays down the meaning of research as, "A careful investigation or inquiry especially through the research for the new facts in any branch of knowledge.

#### **3.2 NEED OF STUDY**

- Value Added Services is an industry term referring to non-core services.
- This allows for a more comprehensive service and is an essential tool for increasing revenue of organization. This is especially important when it comes to certain operations based on the trust that a customer places in a company.
- Importers need competitive logistic services to ensure this very thing for their commercial operations. However, we cannot confuse competitiveness with having more resources. In fact, added value is being best implemented by medium sized and specialised companies. Whenever a logistics operator adds value the right way, this shows their knowledge of the ins and outs of the sector and the needs of the customer.
- Hence, the present study of cash management had been taken up at "Gati Kwe Ltd".

#### **3.3 SCOPE OF STUDY**

- This study covers processing returned merchandise due to damage, seasonal inventory, restock, salvage, recalls, and excess inventory
- It focus on the environment and reviews how to treat and turn waste into valuable resources.
- This analysis make effective way to increase revenue to organization by increasing services in reverse logistics by handling of materials.

### **3.4 OBJECTIVES OF THE STUDY**

#### **PRIMARY OBJECTIVE:**

The objective of study was to establish the influence of value added services by WMS on third party logistics.

#### **SECONDARY OBJECTIVES:**

- To study different value added services provided in third party logistics.
- To increase revenue of organization by adding VAS.
- To Analyse cross-docking-planned and opportunistic.
- To study receiving and optimized directed put away of cargo
- To Analyse inbound value added services like kitting, bagging
- To add extra labelling ( for Air cargo & RTO), bar-coding, etc...

### **3.5 RESEARCH DESIGN**

A “research design is a specification of methods and procedures for acquiring the information needed to structure or to solve problems”. It is the overall operation pattern or frame work of the project that stipulates what information is to be collected, from which sources, and by what procedures.

The arrangement of conditions suitable for collection and analysis of data varies depending upon the type of research study the types of research can be represented of several types

#### **SAMPLING TYPE**

Purposive sampling, also known as judgmental, selective, or subjective sampling, is a form of non-probability sampling in which researchers rely on their own judgment when choosing members of the population to participate in their surveys. The researcher must know the population of interest and match the aims and objectives of systematic investigation along with the qualities of the several subgroups.

In this study, the total number of sample is 105

### **3.5.1 ANALYTICAL RESEARCH**

The researcher has to use facts or information already available, and analyze this to make a critical evaluation of the material is known as Analytical Research.

### **3.6 PERIOD OF STUDY**

The duration of study is from November 2021 to March 2022.

### **3.7 STATISTICAL TOOLS**

- Percentage Analysis
- Paired T test
- Correlation
- Anova

## CHAPTER-4

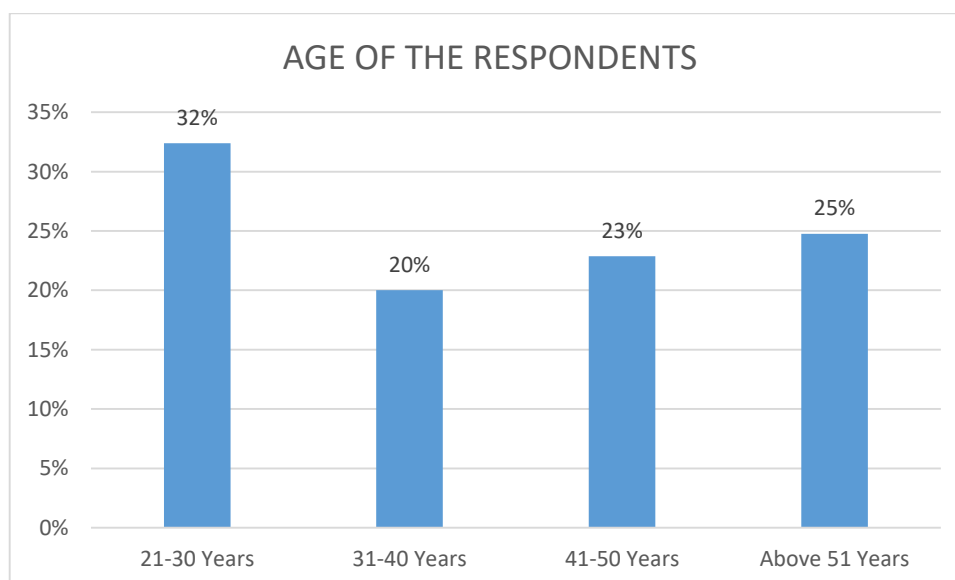
### DATA ANALYSIS AND INTERPRETATION

#### 4.1 PERCENTAGE ANALYSIS

**Table 4.1.1 Age of the respondents**

| S.NO  | AGE            | NO.OF RESPONDENTS | PERCENTAGE |
|-------|----------------|-------------------|------------|
| 1     | 21-30 Years    | 34                | 32%        |
| 2     | 31-40 Years    | 21                | 20%        |
| 3     | 41-50 Years    | 24                | 23%        |
| 4     | Above 51 Years | 26                | 25%        |
| Total |                | 105               |            |

**Source: Primary data**



**Chart 4.1.1 Age of the respondents**

#### **Interpretation**

From the above table it is interpreted that the number of respondents between 21-30 Years are 32%, between 31-40 Years are 20%, between 41-50 Years are 23% and above 51 Years of respondent are 25%

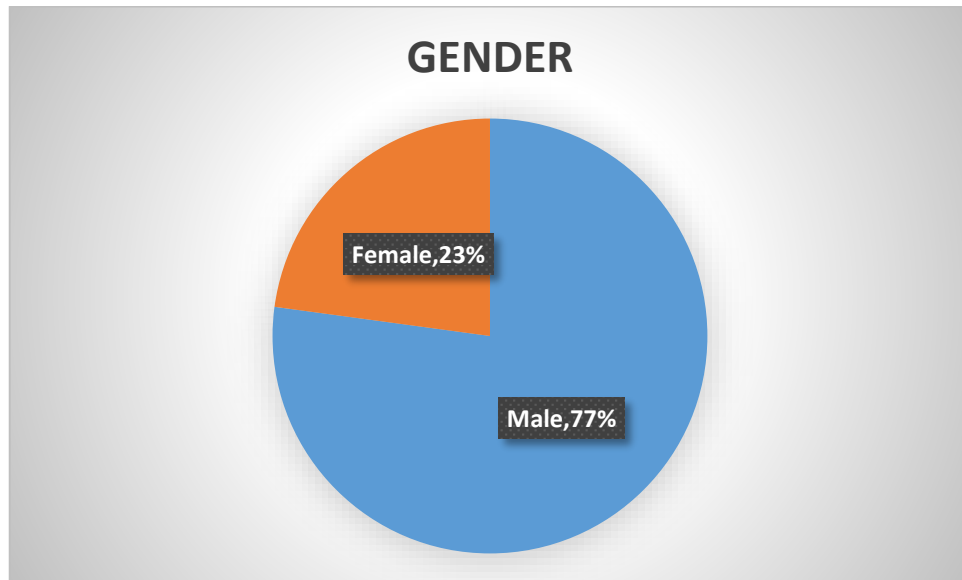
#### **Inference**

Majority (32%) of the respondents are age between 21-30 years.

**Table 4.1.2 Gender of the respondents**

| S.NO  | GENDER | NO.OF RESPONDENTS | PERCENTAGE |
|-------|--------|-------------------|------------|
| 1     | Male   | 81                | 77%        |
| 2     | Female | 24                | 23%        |
| Total |        | 105               |            |

**Source: Primary data**



**Chart 4.1.2 Gender of the respondents**

### **Interpretation**

From the above table it is interpreted that the 77% of the respondents are Male and 23% of respondents are female.

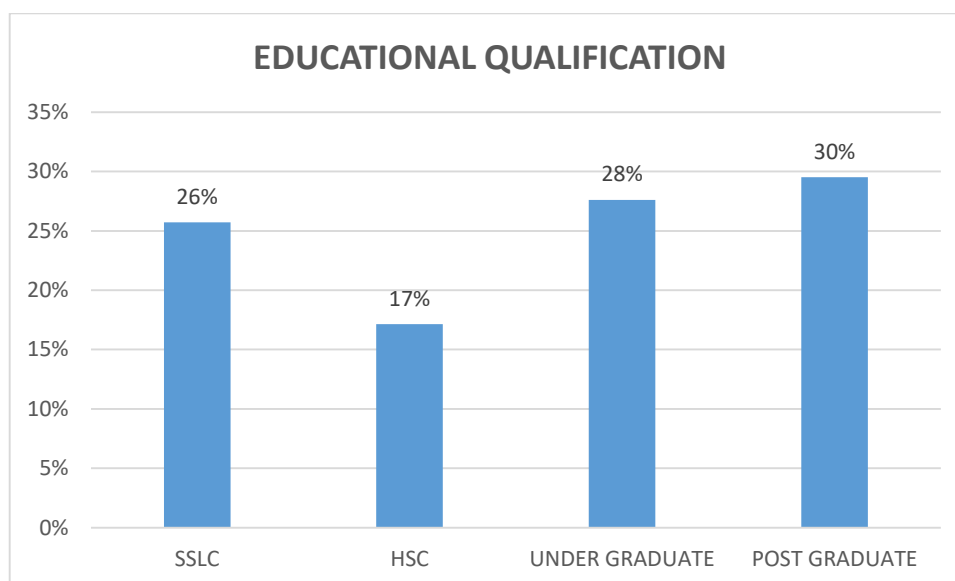
### **Inference**

Majority (77%) of the respondents are male.

**Table 4.1.3 Education Qualification of the respondents**

| S.NO  | EDUCATIONAL QUALIFICATION | NO.OF RESPONDENTS | PERCENTAGE |
|-------|---------------------------|-------------------|------------|
| 1     | SSLC                      | 27                | 26%        |
| 2     | HSC                       | 18                | 17%        |
| 3     | UNDER GRADUATE            | 29                | 28%        |
| 4     | POST GRADUATE             | 31                | 30%        |
| Total |                           | 105               |            |

**Source: Primary data**



**Chart 4.1.3 Education Qualification of the respondents**

### **Interpretation**

From the above table it is interpreted that the 26% of the respondents were completed SSLC, 17% of the respondents were completed HSC, 28% of the respondents were done Under Graduate and 30% of the respondents were completed the Post Graduate.

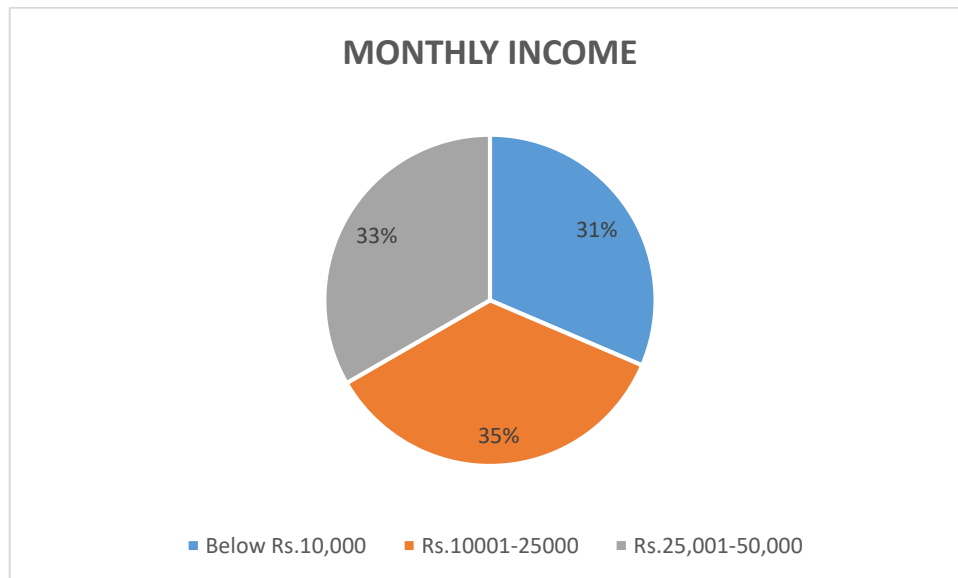
### **Inference**

Majority (30%) of the respondents completed Post Graduate.

**Table 4.1.4 Monthly income of the respondents**

| S.NO  | MONTHLY INCOME   | NO.OF RESPONDENTS | PERCENTAGE |
|-------|------------------|-------------------|------------|
| 1     | Below Rs.10,000  | 33                | 31%        |
| 2     | Rs.10001-25000   | 37                | 35%        |
| 3     | Rs.25,001-50,000 | 35                | 33%        |
| Total |                  | 105               |            |

**Source: Primary data**



**Chart 4.1.4 Monthly income of the respondents**

### **Interpretation**

From the above table it is interpreted that 31% of respondents were earning below Rs.10000, 35% of the respondents were earning between Rs.10001-Rs.25000 and 33% of the respondents were earning between Rs.25001-Rs.50000.

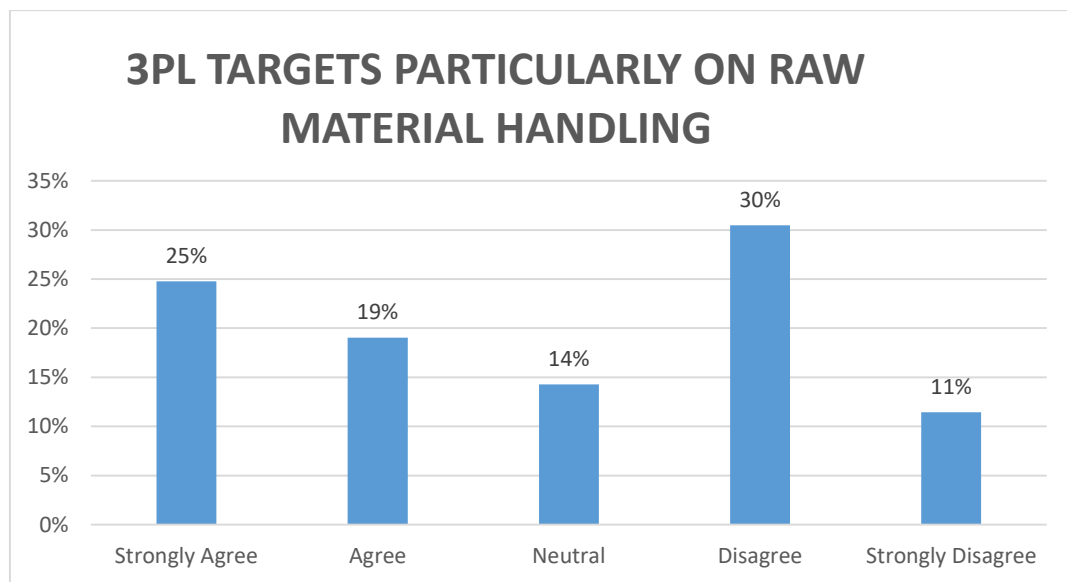
### **Inference**

Majority (35%) of the respondents were earning between Rs.10001- Rs.25000.

**Table 4.1.5 3PL TARGETS PARTICULARLY ON RAW MATERIAL HANDLING**

| S. NO | 3PL TARGETS PARTICULARLY ON RAW MATERIAL HANDLING | NO.OF RESPONDENTS | PERCENTAGE |
|-------|---------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                    | 26                | 25%        |
| 2     | Agree                                             | 20                | 19%        |
| 3     | Neutral                                           | 15                | 14%        |
| 4     | Disagree                                          | 32                | 30%        |
| 5     | Strongly Disagree                                 | 12                | 11%        |
| Total |                                                   | 105               |            |

Source: Primary data



**Chart 4.1.5 3PL TARGETS PARTICULARLY ON RAW MATERIAL HANDLING**

### Interpretation

From the above table it is interpreted that, 25% of the respondents were strongly agree to 3PL targets particularly on raw material handling, 19% agree to 3PL targets particularly on raw material handling, 14% respondents were Neutral to 3PL targets particularly on raw material handling, 30% respondents disagree to 3PL targets particularly on raw material handling and 11% were strongly disagree to 3PL targets particularly on raw material handling.

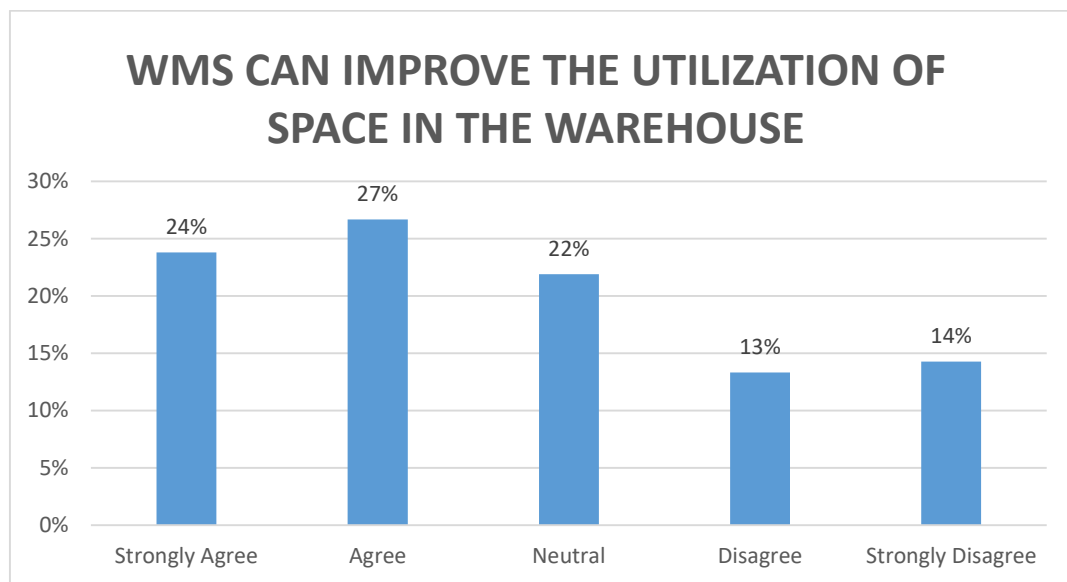
## **Inference**

Majority (30%) of the respondents were disagree to 3PL targets particularly on raw material handling.

**Table 4.1.6 WMS CAN IMPROVE THE UTILIZATION OF SPACE IN THE WAREHOUSE**

| S.NO  | WMS CAN IMPROVE THE UTILIZATION OF SPACE IN THE WAREHOUSE | NO.OF RESPONDENTS | PERCENTAGE |
|-------|-----------------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                            | 25                | 24%        |
| 2     | Agree                                                     | 28                | 27%        |
| 3     | Neutral                                                   | 23                | 22%        |
| 4     | Disagree                                                  | 14                | 13%        |
| 5     | Strongly Disagree                                         | 15                | 14%        |
| Total |                                                           | 105               |            |

**Source: Primary data**



**Chart 4.1.6 WMS CAN IMPROVE THE UTILIZATION OF SPACE IN THE WAREHOUSE**

### **Interpretation**

From the above table it is interpreted that, 24% of the respondents were strongly agree to WMS can improve the utilization of space in the warehouse, 27% agree to WMS can improve the utilization of space in the warehouse, 22% respondents were Neutral to WMS can improve the utilization of space in the warehouse, 13% respondents disagree to WMS can improve the utilization of space in the warehouse and 14% were strongly disagree to WMS can improve the utilization of space in the warehouse.

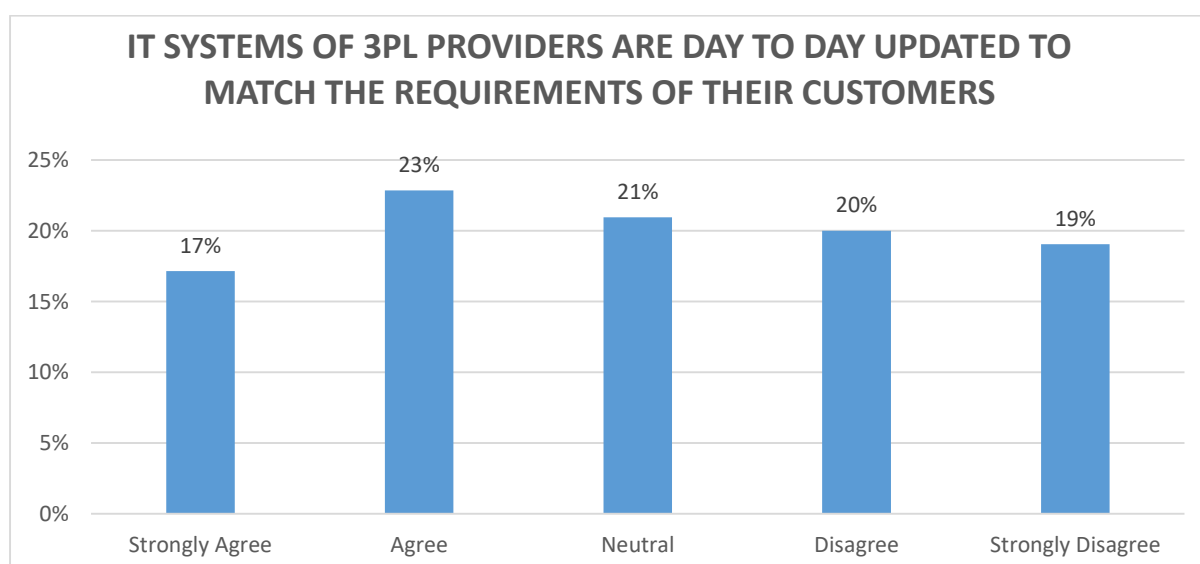
## **Inference**

Majority (27%) of respondents were Agree to WMS can improve the utilization of space in the warehouse.

**Table 4.1.7 IT SYSTEMS OF 3PL PROVIDERS ARE DAY TO DAY UPDATED TO MATCH THE REQUIREMENTS OF THEIR CUSTOMERS**

| S.NO  | IT SYSTEMS OF 3PL PROVIDERS ARE DAY TO DAY UPDATED TO MATCH THE REQUIREMENTS OF THEIR CUSTOMERS | NO.OF RESPONDENTS | PERCENTAGE |
|-------|-------------------------------------------------------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                                                                  | 18                | 17%        |
| 2     | Agree                                                                                           | 24                | 23%        |
| 3     | Neutral                                                                                         | 22                | 21%        |
| 4     | Disagree                                                                                        | 21                | 20%        |
| 5     | Strongly Disagree                                                                               | 20                | 19%        |
| Total |                                                                                                 | 105               |            |

**Source: Primary data**



**Chart 4.1.7 IT SYSTEMS OF 3PL PROVIDERS ARE DAY TO DAY UPDATED TO MATCH THE REQUIREMENTS OF THEIR CUSTOMERS**

### **Interpretation**

From the above table it is interpreted that, 18% of the respondents were strongly agree to IT systems of 3PL providers are day to day updated to match the requirements of their customers, 23% agree to IT systems of 3PL providers are day to day updated to match the requirements of their customers, 21% respondents were Neutral to IT systems of 3PL providers are day to day updated to match the requirements of their customers, 20% respondents disagree to IT systems of 3PL providers are day to day updated to match the requirements of their customers and 19% were strongly disagree

to IT systems of 3PL providers are day to day updated to match the requirements of their customers.

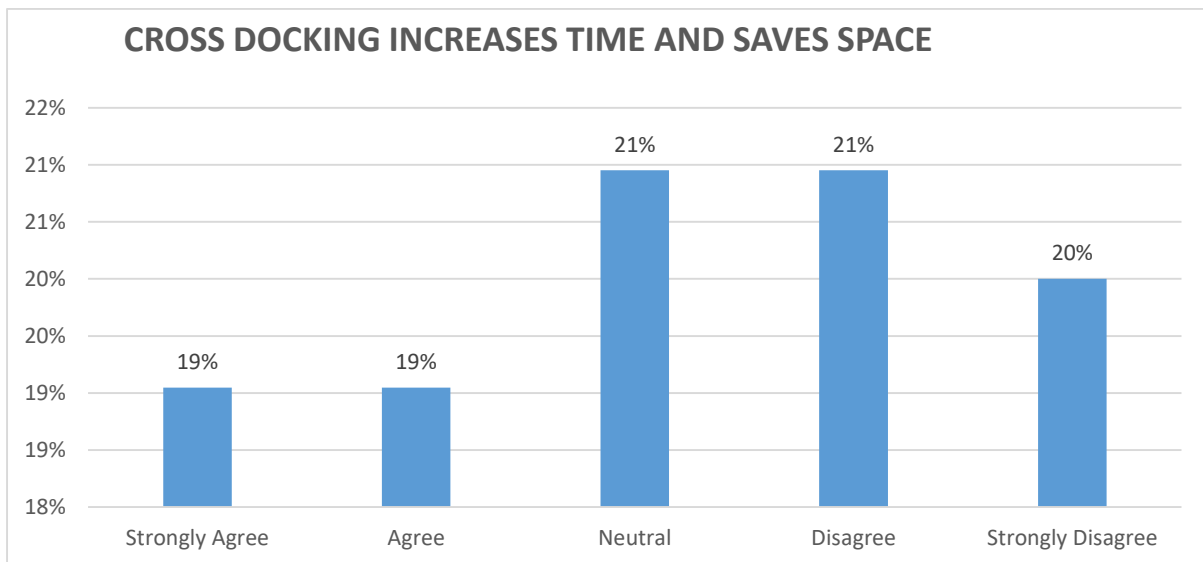
### **Inference**

Majority (23%) of respondents were agree to IT systems of 3PL providers are day to day updated to match the requirements of their customers.

**Table 4.1.8 CROSS DOCKING INCREASES TIME AND SAVES SPACE**

| S.NO  | CROSS DOCKING INCREASES TIME AND SAVES SPACE | NO.OF RESPONDENTS | PERCENTAGE |
|-------|----------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                               | 20                | 19%        |
| 2     | Agree                                        | 20                | 19%        |
| 3     | Neutral                                      | 22                | 21%        |
| 4     | Disagree                                     | 22                | 21%        |
| 5     | Strongly Disagree                            | 21                | 20%        |
| Total |                                              | 105               |            |

**Source: Primary data**



**Chart 4.1.8 CROSS DOCKING INCREASES TIME AND SAVES SPACE**

### **Interpretation**

From the above table it is interpreted that, 19% of the respondents were strongly agree to cross docking increases time and saves space, 19% agree to cross docking increases time and saves space, 21% respondents were Neutral to cross docking increases time and saves space, 21% respondents disagree to cross docking increases time and saves space and 20% were strongly disagree to cross docking increases time and saves space

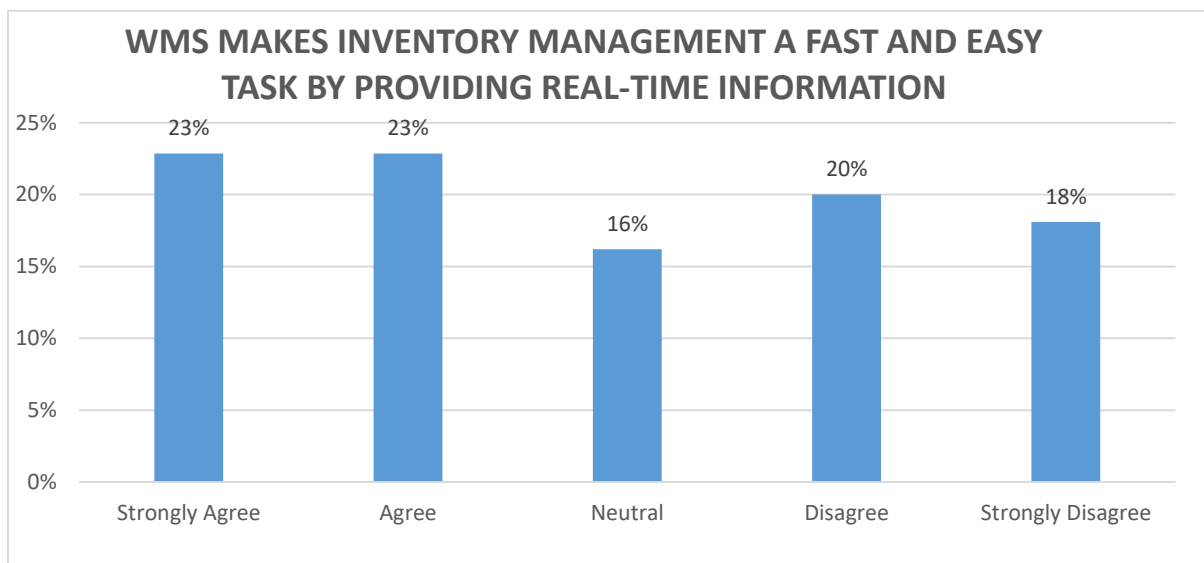
## Inference

Majority (21%) were neutral that cross docking increases time and saves space.

**Table 4.1.9 WMS MAKES INVENTORY MANAGEMENT A FAST AND EASY TASK BY PROVIDING REAL-TIME INFORMATION**

| S.NO  | WMS MAKES INVENTORY MANAGEMENT A FAST AND EASY TASK BY PROVIDING REAL-TIME INFORMATION | NO.OF RESPONDENTS | PERCENTAGE |
|-------|----------------------------------------------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                                                         | 24                | 23%        |
| 2     | Agree                                                                                  | 24                | 23%        |
| 3     | Neutral                                                                                | 17                | 16%        |
| 4     | Disagree                                                                               | 21                | 20%        |
| 5     | Strongly Disagree                                                                      | 19                | 18%        |
| Total |                                                                                        | 105               |            |

Source: Primary data



**Chart 4.1.9 WMS MAKES INVENTORY MANAGEMENT A FAST AND EASY TASK BY PROVIDING REAL-TIME INFORMATION**

## Interpretation

From the above table it is interpreted that, 23% of the respondents were strongly agree to WMS makes inventory management a fast and easy task by providing real-time information, 23% agree to WMS makes inventory management a fast and easy task by providing real-time information, 16% respondents were Neutral to WMS makes

inventory management a fast and easy task by providing real-time information, 20% respondents disagree to WMS makes inventory management a fast and easy task by providing real-time information and 18% were strongly disagree to WMS makes inventory management a fast and easy task by providing real-time information.

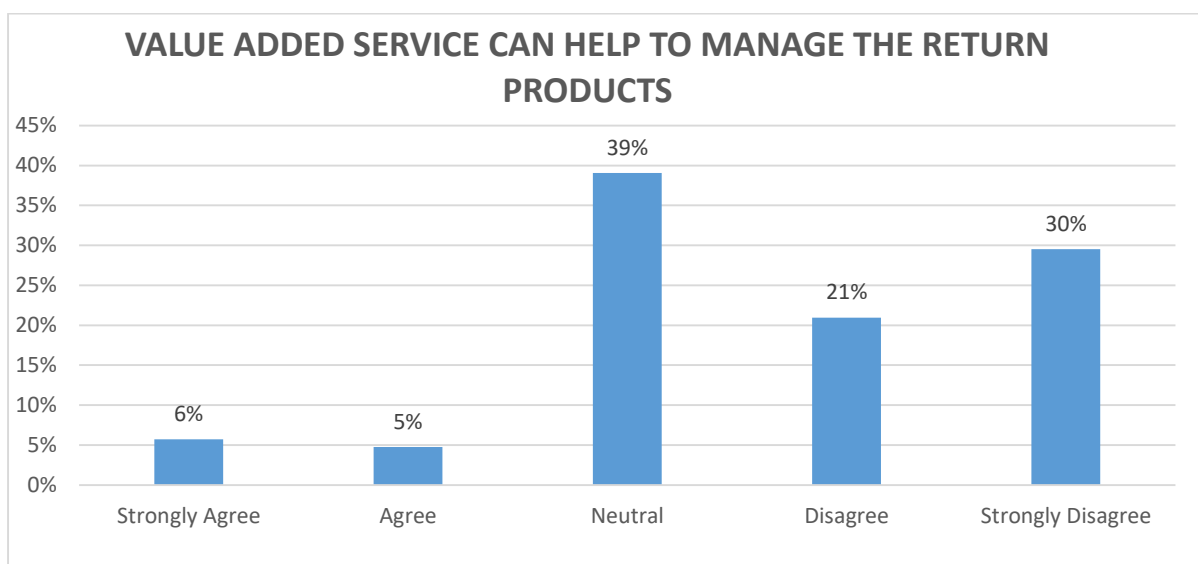
### **Inference**

Majority (23%) were strongly agree and agree to WMS makes inventory management a fast and easy task by providing real-time information.

**Table 4.1.10 VALUE ADDED SERVICE CAN HELP TO MANAGE THE RETURN PRODUCTS**

| S.NO  | VALUE ADDED SERVICE CAN HELP TO MANAGE THE RETURN PRODUCTS | NO.OF RESPONDENTS | PERCENTAGE |
|-------|------------------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                             | 22                | 21%        |
| 2     | Agree                                                      | 17                | 16%        |
| 3     | Neutral                                                    | 19                | 18%        |
| 4     | Disagree                                                   | 22                | 21%        |
| 5     | Strongly Disagree                                          | 25                | 24%        |
| Total |                                                            | 105               |            |

**Source: Primary data**



**Chart 4.1.10 VALUE ADDED SERVICE CAN HELP TO MANAGE THE RETURN PRODUCTS**

### **Interpretation**

From the above table it is interpreted that, 6% of the respondents were strongly agree to value added service can help to manage the return products, 5% agree to value added service can help to manage the return products, 39% respondents were Neutral to value added service can help to manage the return products, 21% respondents disagree to value added service can help to manage the return products and 30% were strongly disagree to value added service can help to manage the return products.

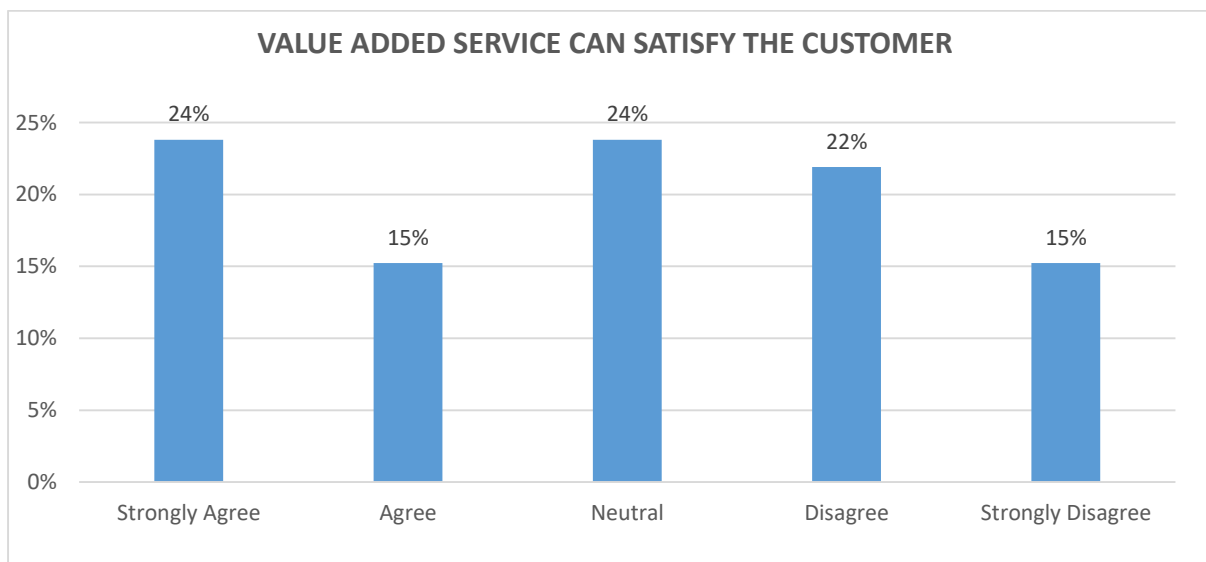
## **Inference**

Majority (39%) were neutral to value added service can help to manage the return products.

**Table 4.1.11 A VALUE ADDED SERVICE CAN SATISFY THE CUSTOMER**

| S.NO  | A VALUE ADDED SERVICE CAN SATISFY THE CUSTOMER | NO.OF RESPONDENTS | PERCENTAGE |
|-------|------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                 | 25                | 24%        |
| 2     | Agree                                          | 16                | 15%        |
| 3     | Neutral                                        | 25                | 24%        |
| 4     | Disagree                                       | 23                | 22%        |
| 5     | Strongly Disagree                              | 16                | 15%        |
| Total |                                                | 105               |            |

**Source: Primary data**



**Chart 4.1.11 A VALUE ADDED SERVICE CAN SATISFY THE CUSTOMER**

### **Interpretation**

From the above table it is interpreted that, 24% of the respondents were strongly agree to value added service can satisfy the customer, 15% agree to value added service can satisfy the customer, 24% respondents were neutral that value added service can satisfy the customer, 22% respondents disagree to value added service can satisfy the customer and 15% were strongly disagree to value added service can satisfy the customer.

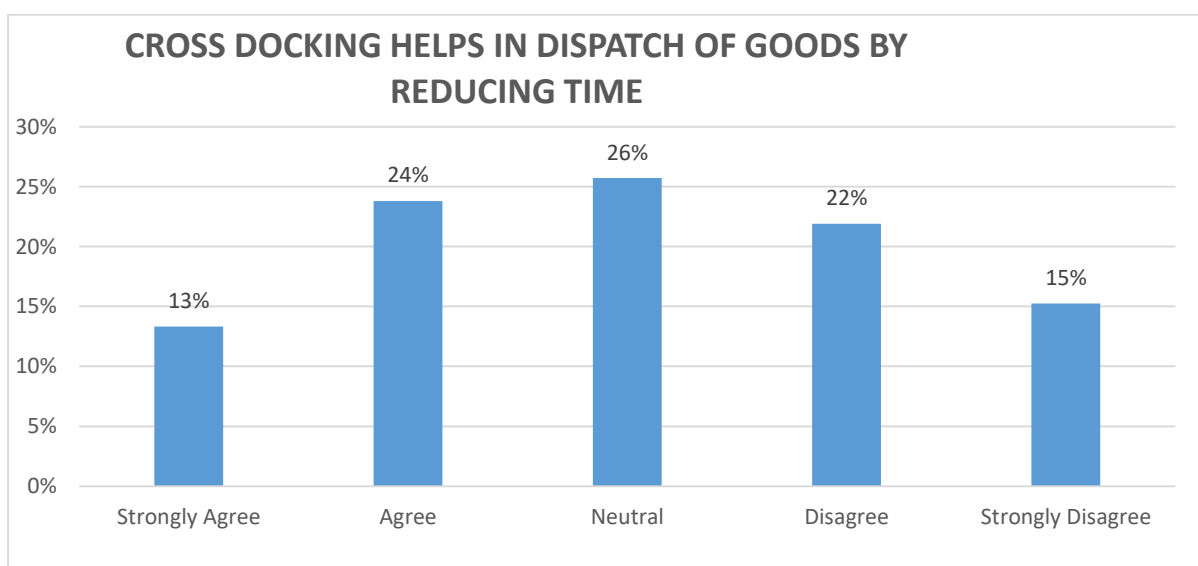
## **Inference**

Majority (24%) were strongly agree and neutral to value added service can satisfy the customer.

**Table 4.1.12 CROSS DOCKING HELPS IN DISPATCH OF GOODS BY  
REDUCING TIME**

| S.NO  | CROSS DOCKING HELPS IN<br>DISPATCH OF GOODS BY<br>REDUCING TIME | NO.OF<br>RESPONDENTS | PERCENTAGE |
|-------|-----------------------------------------------------------------|----------------------|------------|
| 1     | Strongly Agree                                                  | 14                   | 13%        |
| 2     | Agree                                                           | 25                   | 24%        |
| 3     | Neutral                                                         | 27                   | 26%        |
| 4     | Disagree                                                        | 23                   | 22%        |
| 5     | Strongly Disagree                                               | 16                   | 15%        |
| Total |                                                                 | 105                  |            |

**Source: Primary data**



**Chart 4.1.12 CROSS DOCKING HELPS IN DISPATCH OF GOODS BY  
REDUCING TIME**

### **Interpretation**

From the above table it is interpreted that, 13% of the respondents were strongly agree to cross docking helps in dispatch of goods by reducing time, 24% agree to cross docking helps in dispatch of goods by reducing time, 26% respondents were neutral that value added service can satisfy the customer, 22% respondents disagree to cross docking helps in dispatch of goods by reducing time and 15% were strongly disagree to cross docking helps in dispatch of goods by reducing time.

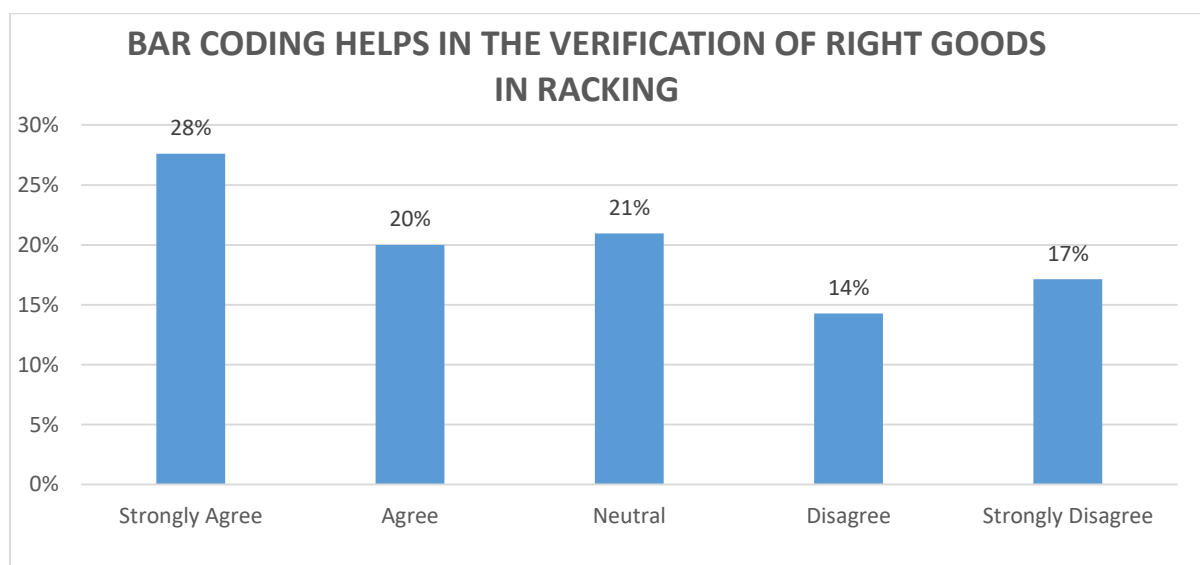
## **Inference**

Majority (26%) of respondents were neutral o cross docking helps in dispatch of goods by reducing time

**Table 4.1.13 BAR CODING HELPS IN THE VERIFICATION OF RIGHT GOODS IN RACKING**

| S.NO | BAR CODING HELPS IN THE VERIFICATION OF RIGHT GOODS IN RACKING | NO.OF RESPONDENTS | PERCENTAGE |
|------|----------------------------------------------------------------|-------------------|------------|
| 1    | Strongly Agree                                                 | 29                | 28%        |
| 2    | Agree                                                          | 21                | 20%        |
| 3    | Neutral                                                        | 22                | 21%        |
| 4    | Disagree                                                       | 15                | 14%        |
| 5    | Strongly Disagree                                              | 18                | 17%        |
|      | Total                                                          | 105               |            |

Source: Primary data



**Chart 4.1.13 BAR CODING HELPS IN THE VERIFICATION OF RIGHT GOODS IN RACKING**

### Interpretation

From the above table it is interpreted that, 28% of the respondents were strongly agree to bar coding helps in the verification of right goods in racking, 20% agree to bar coding helps in the verification of right goods in racking, 21% respondents were neutral that bar coding helps in the verification of right goods in racking, 14% respondents disagree to bar coding helps in the verification of right goods in racking and 17% were strongly disagree to bar coding helps in the verification of right goods in racking.

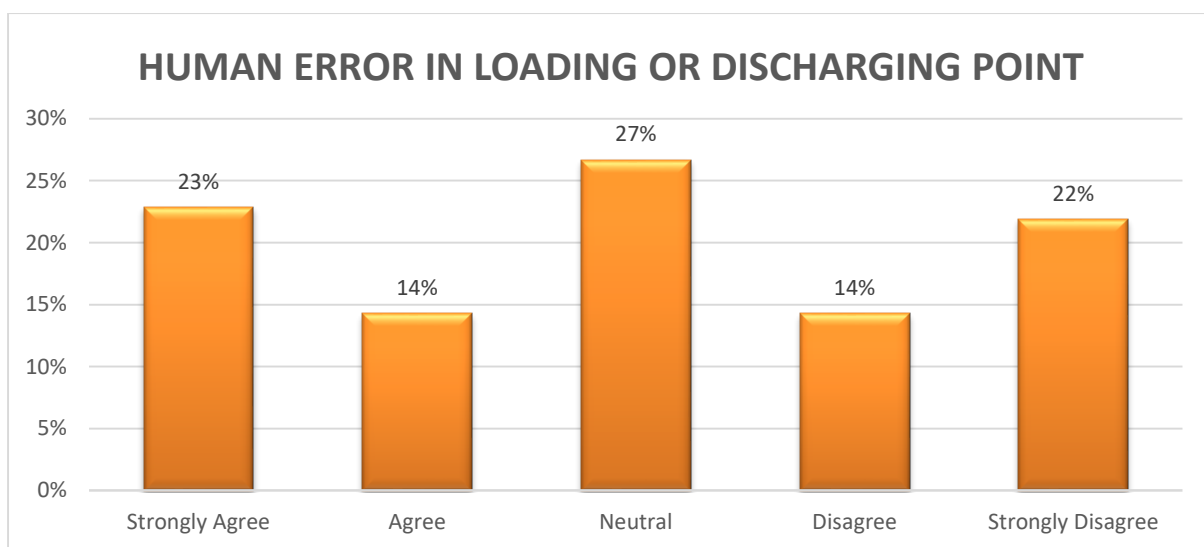
### Inference

Majority (28%) of the respondents were strongly agree that bar coding helps in the verification of right goods in racking

**Table 4.1.14 HUMAN ERROR IN LOADING OR DISCHARGING POINT**

| S.NO  | HUMAN ERROR IN LOADING OR DISCHARGING POINT | NO.OF RESPONDENTS | PERCENTAGE |
|-------|---------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                              | 24                | 23%        |
| 2     | Agree                                       | 15                | 14%        |
| 3     | Neutral                                     | 28                | 27%        |
| 4     | Disagree                                    | 15                | 14%        |
| 5     | Strongly Disagree                           | 23                | 22%        |
| Total |                                             | 105               |            |

**Source: Primary data**



**Chart 4.1.14 HUMAN ERROR IN LOADING OR DISCHARGING POINT**

### **Interpretation**

From the above table it is interpreted that, 23% of the respondents were strongly agree that human error in loading or discharging point, 14% agree that human error in loading or discharging point, 27% respondents were neutral that human error in loading or discharging point, 14% respondents disagree that human error in loading or discharging point and 22% were strongly disagree that human error in loading or discharging point

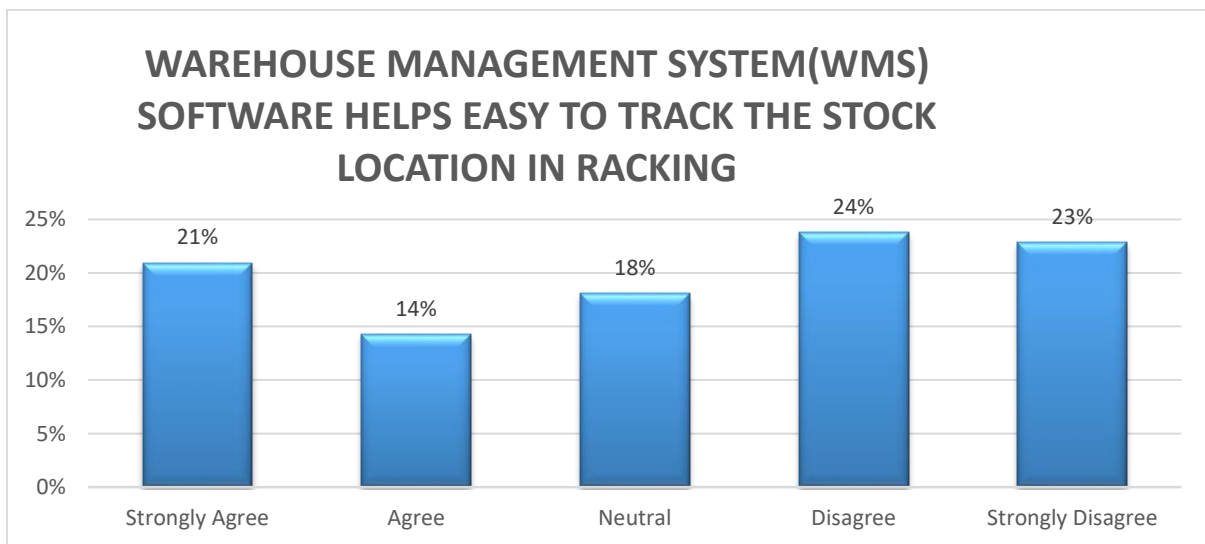
### **Inference**

Majority (27%) of the respondents were neutral that human error in loading or discharging point.

**Table 4.1.15 WAREHOUSE MANAGEMENT SYSTEM (WMS) SOFTWARE HELPS EASY TO TRACK THE STOCK LOCATION IN RACKING**

| S.NO  | WAREHOUSE MANAGEMENT SYSTEM(WMS) SOFTWARE HELPS EASY TO TRACK THE STOCK LOCATION IN RACKING | NO.OF RESPONDENTS | PERCENTAGE |
|-------|---------------------------------------------------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                                                              | 22                | 21%        |
| 2     | Agree                                                                                       | 15                | 14%        |
| 3     | Neutral                                                                                     | 19                | 18%        |
| 4     | Disagree                                                                                    | 25                | 24%        |
| 5     | Strongly Disagree                                                                           | 24                | 23%        |
| Total |                                                                                             | 105               |            |

Source: Primary data



**Chart 4.1.15 WAREHOUSE MANAGEMENT SYSTEM (WMS) SOFTWARE HELPS EASY TO TRACK THE STOCK LOCATION IN RACKING**

### Interpretation

From the table it is interpreted that, 21% of the respondents were strongly agree to warehouse management system (WMS) software helps easy to track the stock location in racking, 14% agree to warehouse management system (WMS) software helps easy to track the stock location in racking, 18% respondents were neutral to warehouse management system (WMS) software helps easy to track the stock location in racking, 24% respondents disagree to warehouse management system (WMS) software helps easy to track the stock location in racking and 23% were strongly disagree to warehouse management system (WMS) software helps easy to track the stock location in racking.

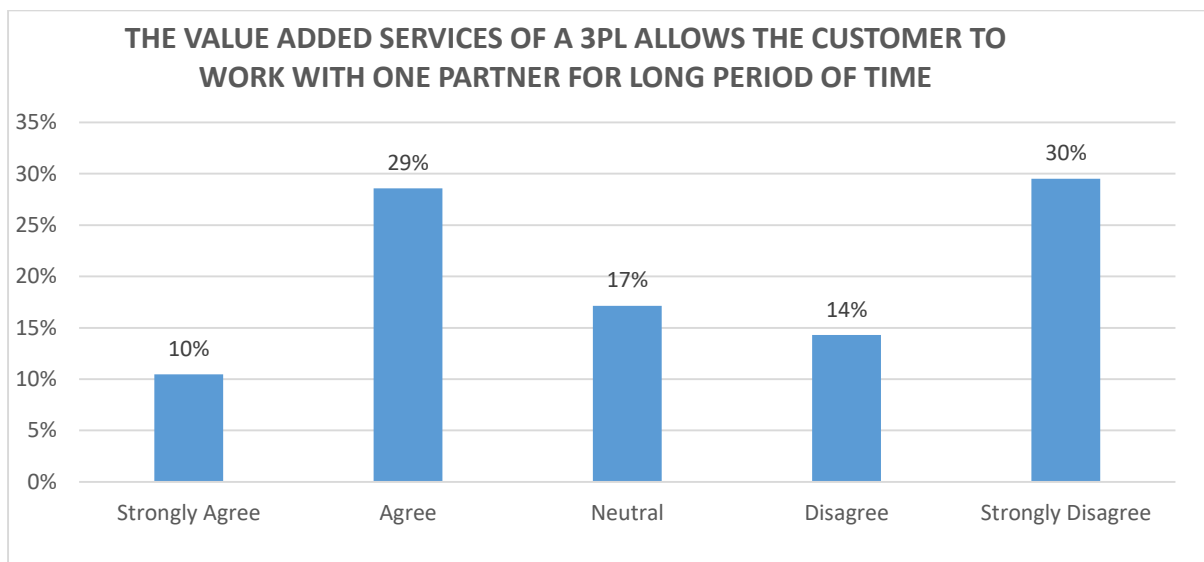
## **Inference**

Majority (24%) of the respondents were disagree to warehouse management system (WMS) software helps easy to track the stock location in racking.

**Table 4.1.16 THE VALUE ADDED SERVICES OF A 3PL ALLOWS THE CUSTOMER TO WORK WITH ONE PARTNER FOR LONG PERIOD OF TIME**

| S.NO  | THE VALUE ADDED SERVICES OF A 3PL ALLOWS THE CUSTOMER TO WORK WITH ONE PARTNER FOR LONG PERIOD OF TIME | NO.OF RESPONDENTS | PERCENTAGE |
|-------|--------------------------------------------------------------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                                                                         | 11                | 10%        |
| 2     | Agree                                                                                                  | 30                | 29%        |
| 3     | Neutral                                                                                                | 18                | 17%        |
| 4     | Disagree                                                                                               | 15                | 14%        |
| 5     | Strongly Disagree                                                                                      | 31                | 30%        |
| Total |                                                                                                        | 105               |            |

**Source: Primary data**



**Chart 4.1.16 THE VALUE ADDED SERVICES OF A 3PL ALLOWS THE CUSTOMER TO WORK WITH ONE PARTNER FOR LONG PERIOD OF TIME**  
**Interpretation**

From the table it is interpreted that, 10% of the respondents were strongly agree that the value added services of a 3PL allows the customer to work with one partner for long period of time, 29% that the value added services of a 3PL allows the customer to work with one partner for long period of time, 17% respondents were neutral that the value added services of a 3PL allows the customer to work with one partner for long period of time, 14% respondents disagree to that the value added services of a 3PL allows the customer to work with one partner for long period of time and 30%

were strongly disagree that the value added services of a 3PL allows the customer to work with one partner for long period of time.

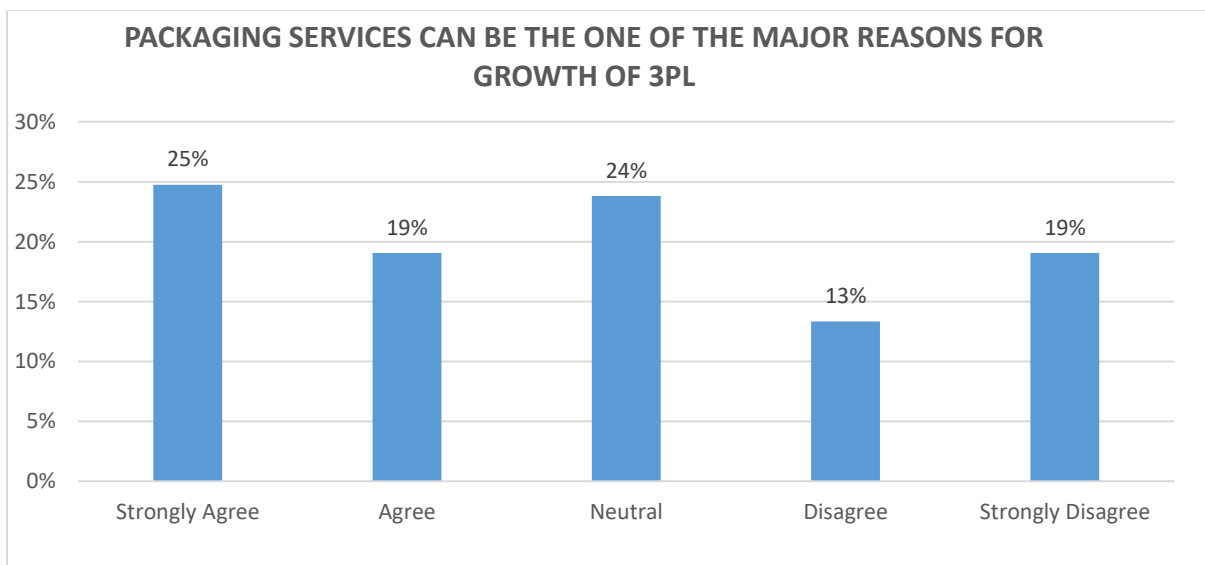
### **Inference**

Majority (30%) of the respondents were strongly disagree that the value added services of a 3PL allows the customer to work with one partner for long period of time.

**Table 4.1.17 PACKAGING SERVICES CAN BE THE ONE OF THE MAJOR REASONS FOR GROWTH OF 3PL**

| S.NO  | PACKAGING SERVICES CAN BE THE ONE OF THE MAJOR REASONS FOR GROWTH OF 3PL | NO.OF RESPONDENTS | PERCENTAGE |
|-------|--------------------------------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                                           | 26                | 25%        |
| 2     | Agree                                                                    | 20                | 19%        |
| 3     | Neutral                                                                  | 25                | 24%        |
| 4     | Disagree                                                                 | 14                | 13%        |
| 5     | Strongly Disagree                                                        | 20                | 19%        |
| Total |                                                                          | 105               |            |

**Source: Primary data**



**Chart 4.1.17 PACKAGING SERVICES CAN BE THE ONE OF THE MAJOR REASONS FOR GROWTH OF 3PL**

### **Interpretation**

From the table it is interpreted that, 25% of the respondents were strongly agree that the packaging services can be the one of the major reasons for growth of 3PL, 19% agree that the packaging services can be the one of the major reasons for growth of 3PL, 24% respondents were neutral that the packaging services can be the one of the major reasons for growth of 3PL, 13% respondents disagree that the packaging services can be the one of the major reasons for growth of 3PL and 19% were strongly disagree that packaging services can be the one of the major reasons for growth of 3PL.

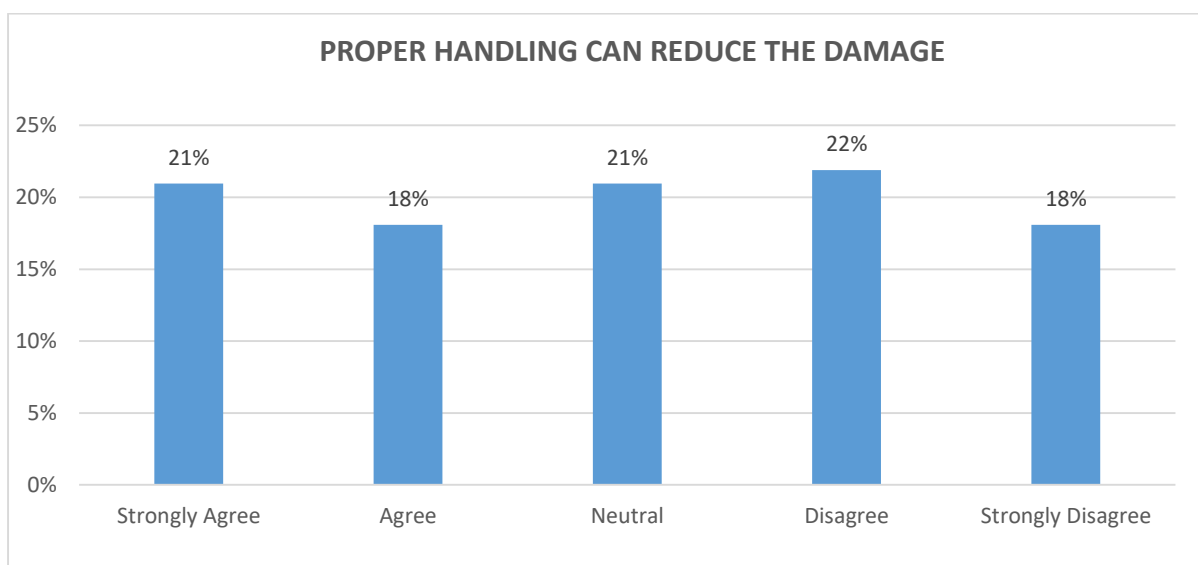
**Inference**

Majority (25%) of the respondents were strongly agree that Packaging services can be the one of the major reasons for growth of 3PL.

**Table 4.1.18 PROPER HANDLING CAN REDUCE THE DAMAGE**

| S.NO  | PROPER HANDLING CAN REDUCE THE DAMAGE | NO.OF RESPONDENTS | PERCENTAGE |
|-------|---------------------------------------|-------------------|------------|
| 1     | Strongly Agree                        | 22                | 21%        |
| 2     | Agree                                 | 19                | 18%        |
| 3     | Neutral                               | 22                | 21%        |
| 4     | Disagree                              | 23                | 22%        |
| 5     | Strongly Disagree                     | 19                | 18%        |
| Total |                                       | 105               |            |

**Source: Primary data**



**Chart 4.1.18 PROPER HANDLING CAN REDUCE THE DAMAGE**

### **Interpretation**

From the table it is interpreted that, 21% of the respondents were strongly agree that the proper handling can reduce the damage, 18% agree that the proper handling can reduce the damage, 21% respondents were neutral that proper handling can reduce the damage, 22% respondents disagree that the proper handling can reduce the damage and 18% were strongly disagree that proper handling can reduce the damage.

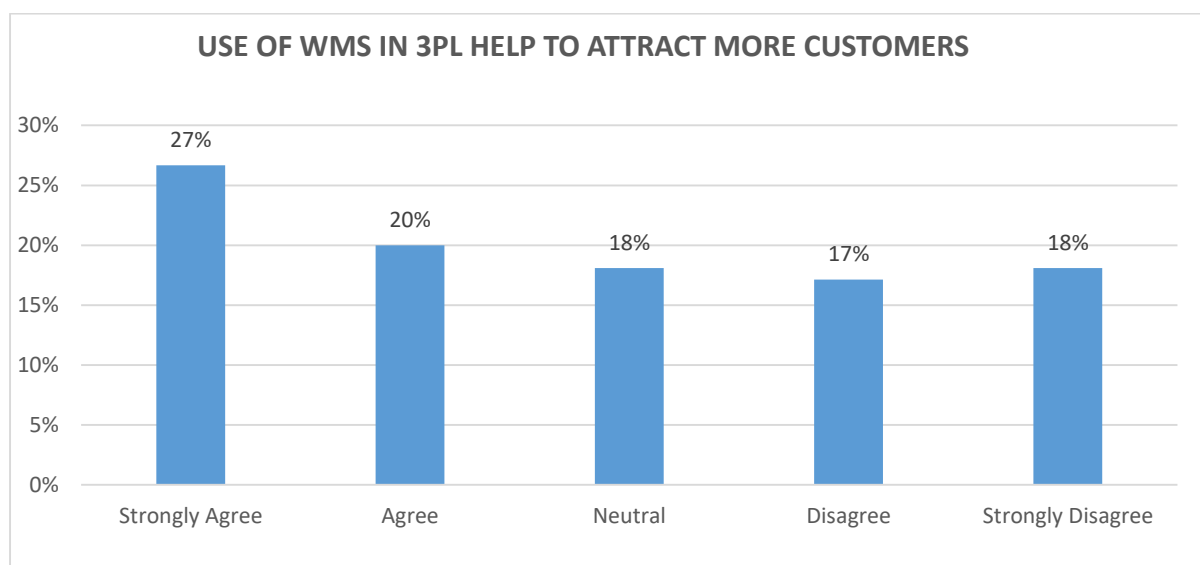
### **Inference**

Majority (22%) of the respondents were disagree that proper handling can reduce the damage.

**Table 4.1.19 USE OF WMS IN 3PL HELP TO ATTRACT MORE CUSTOMERS**

| S.NO  | USE OF WMS IN 3PL HELP TO ATTRACT MORE CUSTOMERS | NO.OF RESPONDENTS | PERCENTAGE |
|-------|--------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                   | 28                | 27%        |
| 2     | Agree                                            | 21                | 20%        |
| 3     | Neutral                                          | 19                | 18%        |
| 4     | Disagree                                         | 18                | 17%        |
| 5     | Strongly Disagree                                | 19                | 18%        |
| Total |                                                  | 105               |            |

Source: Primary data



**Chart 4.1.19 USE OF WMS IN 3PL HELP TO ATTRACT MORE CUSTOMERS**  
**Interpretation**

From the table it is interpreted that, 27% of the respondents were strongly agree that use of WMS in 3PL help to attract more customers, 20% agree that use of WMS in 3PL help to attract more customers, 18% respondents were neutral that use of WMS in 3PL help to attract more customers, 17% respondents disagree that use of WMS in 3PL help to attract more customers and 18% were strongly disagree that use of WMS in 3PL help to attract more customers.

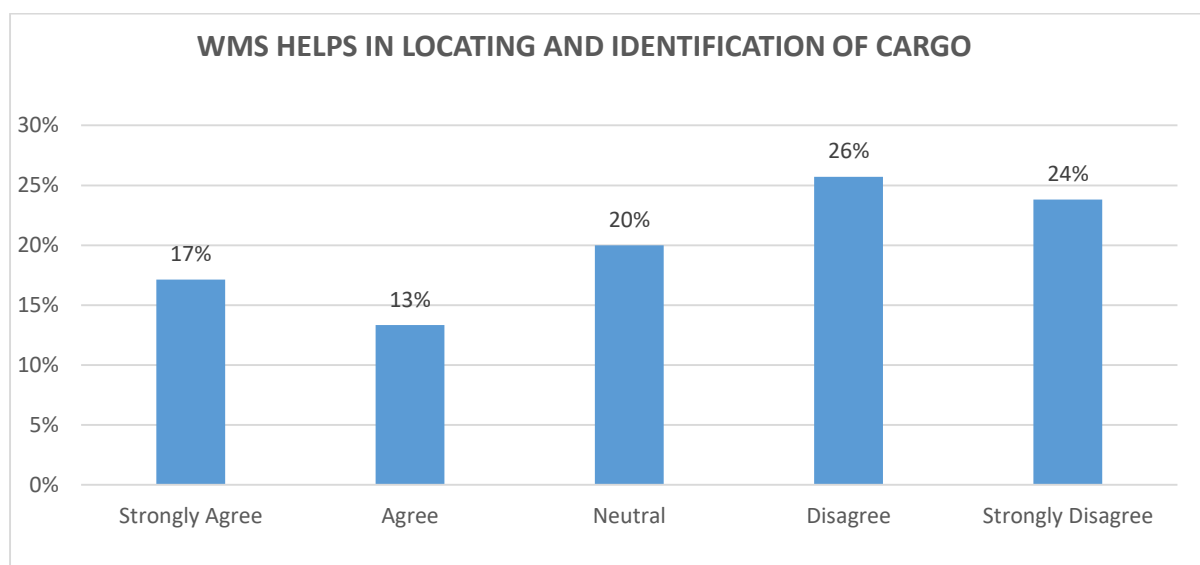
### **Inference**

Majority (27%) of the respondents were strongly agree use of WMS in 3PL help to attract more customers.

**Table 4.1.20 WMS HELPS IN LOCATING AND IDENTIFICATION OF CARGO**

| S.NO  | WMS HELPS IN LOCATING AND IDENTIFICATION OF CARGO | NO.OF RESPONDENTS | PERCENTAGE |
|-------|---------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                    | 18                | 17%        |
| 2     | Agree                                             | 14                | 13%        |
| 3     | Neutral                                           | 21                | 20%        |
| 4     | Disagree                                          | 27                | 26%        |
| 5     | Strongly Disagree                                 | 25                | 24%        |
| Total |                                                   | 105               |            |

Source: Primary data



**Chart 4.1.20 WMS HELPS IN LOCATING AND IDENTIFICATION OF CARGO**  
**Interpretation**

From the table it is interpreted that, 17% of the respondents were strongly agree that WMS helps in locating and identification of cargo, 13% agree that WMS helps in locating and identification of cargo, 20% respondents were neutral that WMS helps in locating and identification of cargo, 26% respondents disagree that WMS helps in locating and identification of cargo and 24% were strongly disagree that WMS helps in locating and identification of cargo.

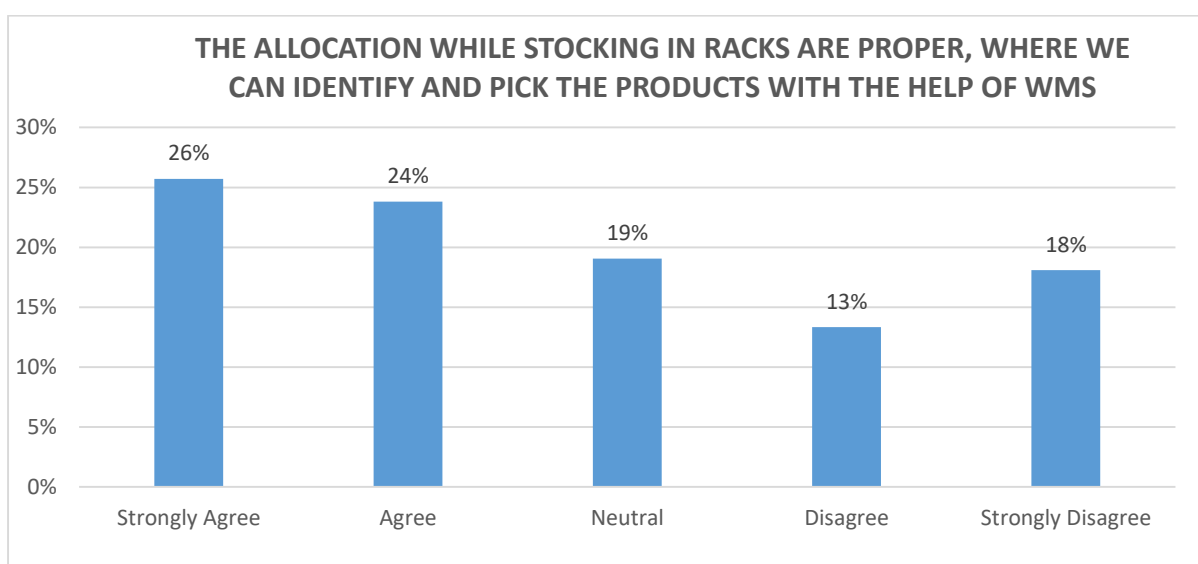
### **Inference**

Majority (26%) respondents disagree that WMS helps in locating and identification of cargo.

**Table 4.1.21 THE ALLOCATION WHILE STOCKING IN RACKS ARE PROPER, WHERE WE CAN IDENTIFY AND PICK THE PRODUCTS WITH THE HELP OF WMS**

| S.NO  | THE ALLOCATION WHILE STOCKING IN RACKS ARE PROPER, WHERE WE CAN IDENTIFY AND PICK THE PRODUCTS WITH THE HELP OF WMS | NO.OF RESPONDENTS | PERCENTAGE |
|-------|---------------------------------------------------------------------------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                                                                                      | 27                | 26%        |
| 2     | Agree                                                                                                               | 25                | 24%        |
| 3     | Neutral                                                                                                             | 20                | 19%        |
| 4     | Disagree                                                                                                            | 14                | 13%        |
| 5     | Strongly Disagree                                                                                                   | 19                | 18%        |
| Total |                                                                                                                     | 105               |            |

Source: Primary data



**Chart 4.1.21 THE ALLOCATION WHILE STOCKING IN RACKS ARE PROPER, WHERE WE CAN IDENTIFY AND PICK THE PRODUCTS WITH THE HELP OF WMS**

### Interpretation

From the table it is interpreted that, 26% of the respondents were strongly agree that the allocation while stocking in racks are proper, where we can identify and pick the products with the help of WMS, 24% agree that the allocation while stocking in racks are proper, where we can identify and pick the products with the help of WMS, 19% respondents were neutral that the allocation while stocking in racks are proper, where we can identify and pick the products with the help of WMS, 13% respondents disagree that the allocation while stocking in racks are proper, where we can identify and pick the products with the help of WMS and 18% were strongly disagree that the allocation

while stocking in racks are proper, where we can identify and pick the products with the help of WMS.

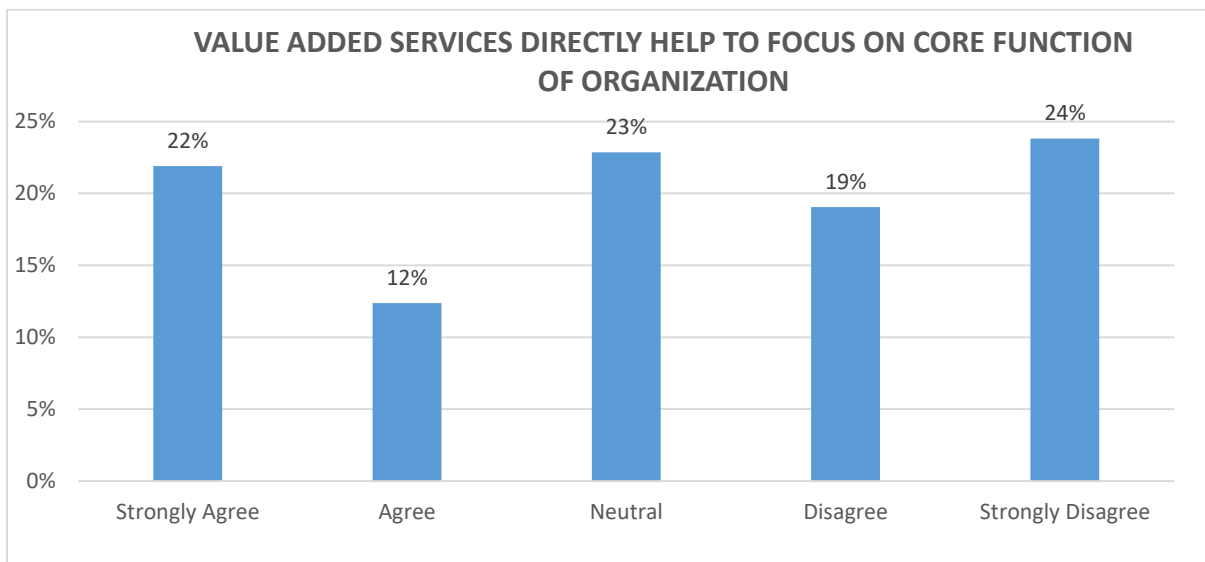
### **Inference**

Majority (26%) of the respondents were strongly agree the allocation while stocking in racks are proper, where we can identify and pick the products with the help of WMS.

**Table 4.1.22 VALUE ADDED SERVICES DIRECTLY HELP TO FOCUS ON CORE FUNCTION OF ORGANIZATION**

| S.NO  | VALUE ADDED SERVICES DIRECTLY HELP TO FOCUS ON CORE FUNCTION OF ORGANIZATION. | NO.OF RESPONDENTS | PERCENTAGE |
|-------|-------------------------------------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                                                | 23                | 22%        |
| 2     | Agree                                                                         | 13                | 12%        |
| 3     | Neutral                                                                       | 24                | 23%        |
| 4     | Disagree                                                                      | 20                | 19%        |
| 5     | Strongly Disagree                                                             | 25                | 24%        |
| Total |                                                                               | 105               |            |

**Source: Primary data**



**Chart 4.1.22 VALUE ADDED SERVICES DIRECTLY HELP TO FOCUS ON CORE FUNCTION OF ORGANIZATION**

### **Interpretation**

From the table it is interpreted that, 22% of the respondents were strongly agree that value added services directly help to focus on core function of organization, 12% agree that value added services directly help to focus on core function of organization, 23% respondents were neutral that value added services directly help to focus on core function of organization, 19% respondents disagree that value added services directly help to focus on core function of organization and 24% were strongly disagree that value added services directly help to focus on core function of organization.

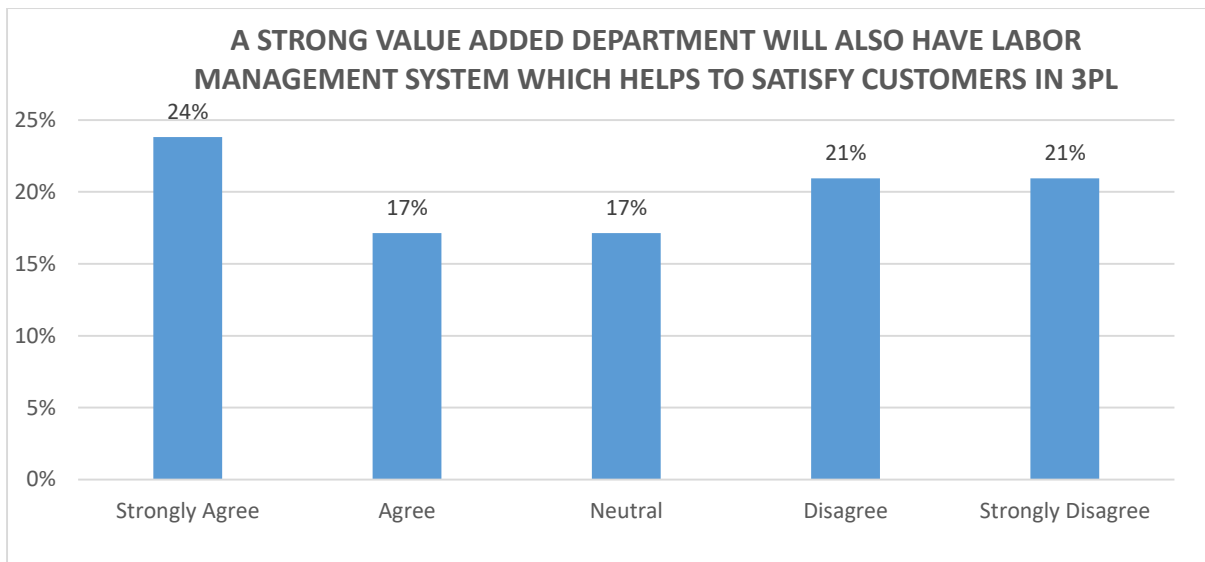
## **Inference**

Majority (24%) were strongly disagree that value added services directly help to focus on core function of organization.

**Table 4.1.23 A STRONG VALUE ADDED DEPARTMENT WILL ALSO HAVE LABOR MANAGEMENT SYSTEM WHICH HELPS TO SATISFY CUSTOMERS IN 3PL**

| S.NO  | A STRONG VALUE ADDED DEPARTMENT WILL ALSO HAVE LABOR MANAGEMENT SYSTEM WHICH HELPS TO SATISFY CUSTOMERS IN 3PL | NO.OF RESPONDENTS | PERCENTAGE |
|-------|----------------------------------------------------------------------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                                                                                 | 25                | 24%        |
| 2     | Agree                                                                                                          | 18                | 17%        |
| 3     | Neutral                                                                                                        | 18                | 17%        |
| 4     | Disagree                                                                                                       | 22                | 21%        |
| 5     | Strongly Disagree                                                                                              | 22                | 21%        |
| Total |                                                                                                                | 105               |            |

**Source: Primary data**



**Chart 4.1.23 A STRONG VALUE ADDED DEPARTMENT WILL ALSO HAVE LABOR MANAGEMENT SYSTEM WHICH HELPS TO SATISFY CUSTOMERS IN 3PL**

### **Interpretation**

From the table it is interpreted that, 24% of the respondents were strongly agree that strong value added department will also have labor management system which helps to satisfy customers in 3PL, 17% agree that strong value added department will also have labor management system which helps to satisfy customers in 3PL, 17% respondents were neutral that strong value added department will also have labor management system which helps to satisfy customers in 3PL, 21% respondents disagree that strong value added department will also have labor management system

which helps to satisfy customers in 3PL and 21% were strongly disagree that strong value added department will also have labor management system which helps to satisfy customers in 3PL.

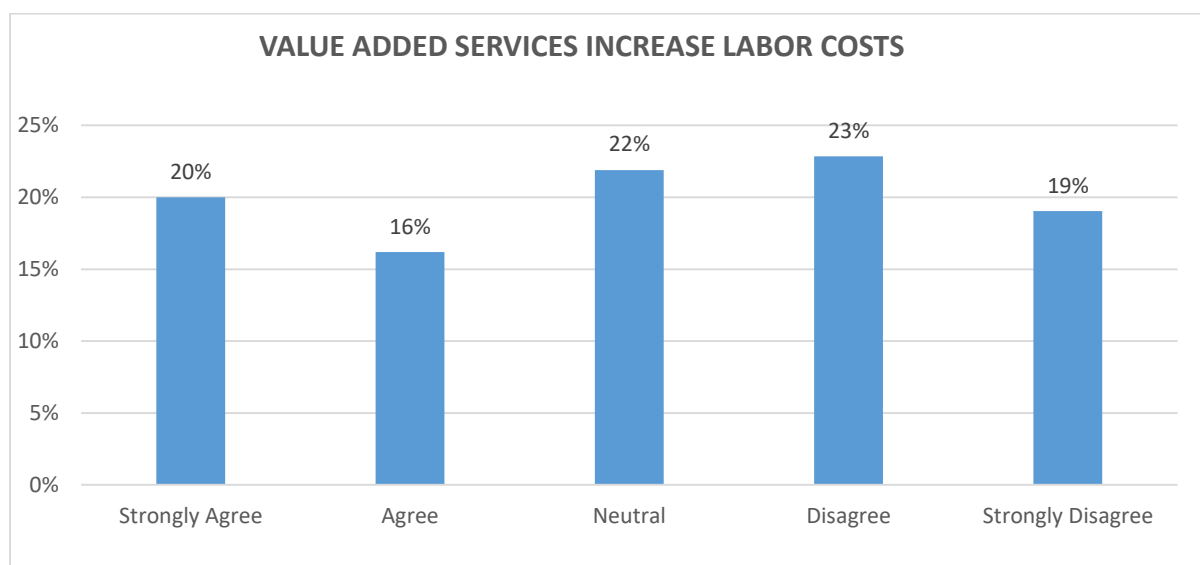
### **Inference**

Majority (24%) of the respondents were strongly agree that strong value added department will also have labor management system which helps to satisfy customers in 3PL.

**Table 4.1.24 VALUE ADDED SERVICES INCREASE LABOR COSTS**

| S.NO  | VALUE ADDED SERVICES INCREASE LABOR COSTS | NO.OF RESPONDENTS | PERCENTAGE |
|-------|-------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                            | 21                | 20%        |
| 2     | Agree                                     | 17                | 16%        |
| 3     | Neutral                                   | 23                | 22%        |
| 4     | Disagree                                  | 24                | 23%        |
| 5     | Strongly Disagree                         | 20                | 19%        |
| Total |                                           | 105               |            |

**Source: Primary data**



**Chart 4.1.24 VALUE ADDED SERVICES INCREASE LABOR COSTS**

### **Interpretation**

From the table it is interpreted that, 20% of the respondents were strongly agree that value added services increase labor costs, 16% agree that value added services increase labor costs, 22% respondents were neutral that value added services increase labor costs, 23% respondents disagree that value added services increase labor costs and 19% were strongly disagree that value added services increase labor costs.

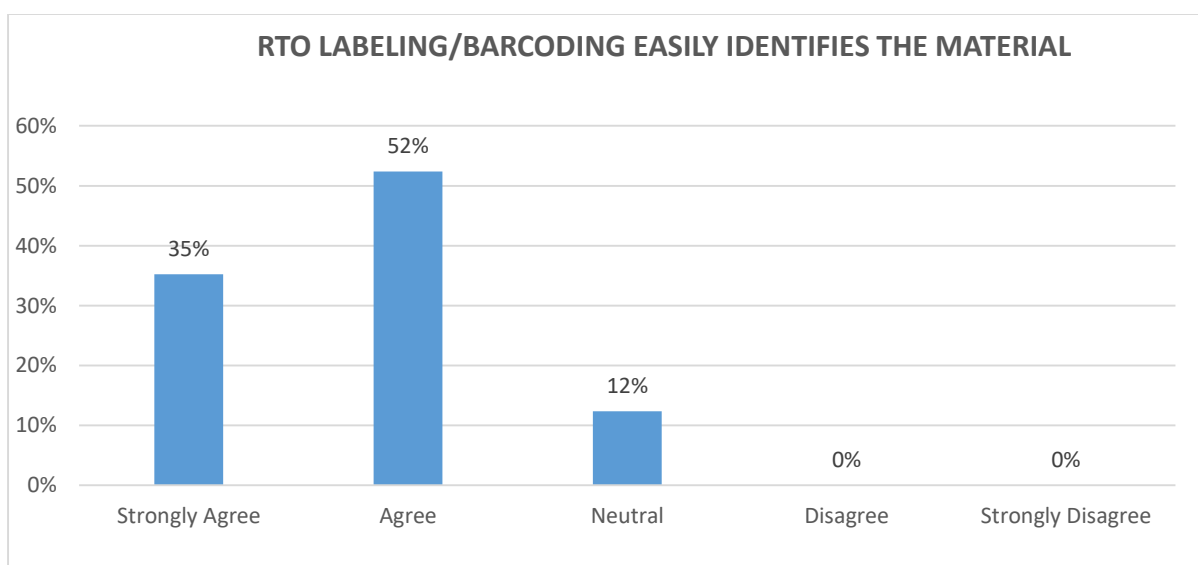
### **Inference**

Majority (23%) respondents disagree that value added services increase labor costs.

**Table 4.1.25 RTO LABELING/BARCODING EASILY IDENTIFIES THE MATERIAL**

| S.NO  | RTO LABELING/BARCODING EASILY IDENTIFIES THE MATERIAL | NO.OF RESPONDENTS | PERCENTAGE |
|-------|-------------------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                        | 37                | 35%        |
| 2     | Agree                                                 | 55                | 52%        |
| 3     | Neutral                                               | 13                | 12%        |
| 4     | Disagree                                              | 0                 | 0%         |
| 5     | Strongly Disagree                                     | 0                 | 0%         |
| Total |                                                       | 105               |            |

**Source: Primary data**



**Chart 4.1.25 RTO LABELING/BARCODING EASILY IDENTIFIES THE MATERIAL**

### **Interpretation**

From the table it is interpreted that, 35% of the respondents were strongly agree that RTO labeling/barcoding easily identifies the material, 52% agree that RTO labeling/barcoding easily identifies the material, 12% respondents were neutral that RTO labeling/barcoding easily identifies the material.

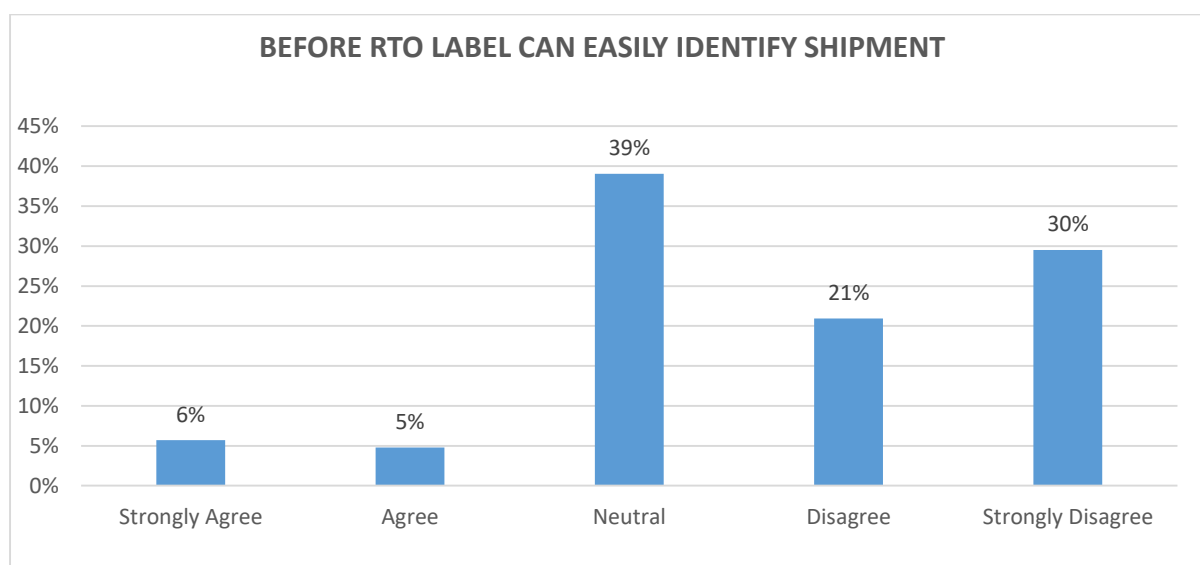
### **Inference**

Majority (52%) agree that RTO labeling/barcoding easily identifies the material.

**Table 4.1.26 BEFORE RTO LABEL CAN EASILY IDENTIFY SHIPMENT**

| S.NO  | BEFORE RTO LABEL CAN EASILY IDENTIFY SHIPMENT | NO.OF RESPONDENTS | PERCENTAGE |
|-------|-----------------------------------------------|-------------------|------------|
| 1     | Strongly Agree                                | 6                 | 6%         |
| 2     | Agree                                         | 5                 | 5%         |
| 3     | Neutral                                       | 41                | 39%        |
| 4     | Disagree                                      | 22                | 21%        |
| 5     | Strongly Disagree                             | 31                | 30%        |
| Total |                                               | 105               |            |

**Source: Primary data**



**Chart 4.1.26 BEFORE RTO LABEL CAN EASILY IDENTIFY SHIPMENT**

### **Interpretation**

From the table it is interpreted that, 6% of the respondents were strongly agree that before RTO label can easily identify shipment, 5% agree that before RTO label can easily identify shipment, 39% respondents were neutral that before RTO label can easily identify shipment, 21% respondents disagree that before RTO label can easily identify shipment and 30% were strongly disagree that before RTO label can easily identify shipment.

### **Inference**

Majority (39%) respondents were neutral that before RTO label can easily identify shipment.

## 4.2 PAIRED T TEST (INDEPENDENT SAMPLE)

Null Hypothesis: There is no significance difference between before and after RTO labelling/barcoding to identify the shipment.

Alternate Hypothesis: There is significance difference between before and after RTO labelling/barcoding to identify the shipment.

**Paired Samples Statistics**

|        |                                                       | Mean | N   | Std. Deviation | Std. Error Mean |
|--------|-------------------------------------------------------|------|-----|----------------|-----------------|
| Pair 1 | RTO labeling/barcoding easily identifies the material | 4.23 | 105 | .654           | .064            |
|        | Before RTO label can easily identify shipment         | 2.36 | 105 | 1.128          | .110            |

**Paired Samples Correlations**

|        |                                                                                                       | N   | Correlation | Sig. |
|--------|-------------------------------------------------------------------------------------------------------|-----|-------------|------|
| Pair 1 | RTO labeling/barcoding easily identifies the material & Before RTO label can easily identify shipment | 105 | -.022       | .824 |

**Paired Samples Test**

|        |                                                                                                       | Paired Differences |           |            |                                           |       |        |     |                 |
|--------|-------------------------------------------------------------------------------------------------------|--------------------|-----------|------------|-------------------------------------------|-------|--------|-----|-----------------|
|        |                                                                                                       |                    | Std.      | Std. Error | 95% Confidence Interval of the Difference |       |        |     | Sig. (2-tailed) |
|        |                                                                                                       | Mean               | Deviation | Mean       | Lower                                     | Upper | t      | df  |                 |
| Pair 1 | RTO labeling/barcoding easily identifies the material - Before RTO label can easily identify shipment | 1.867              | 1.316     | .128       | 1.612                                     | 2.121 | 14.534 | 104 | .002            |

**Table 4.2.1 Paired Sample T Test**

**Inference**

Here p value is less than 0.05 i.e 0.002 at 5 % level of Significance. So accepting Alternate Hypothesis. Hence there is significance difference between before and after RTO labelling/barcoding to identify the shipment.

### 4.3 CORRELATION

| Correlations                                               |                     | Value added service can help to manage the return products | Value added services increase labor costs |
|------------------------------------------------------------|---------------------|------------------------------------------------------------|-------------------------------------------|
| Value added service can help to manage the return products | Pearson Correlation | 1                                                          | .146                                      |
|                                                            | Sig. (2-tailed)     |                                                            | .136                                      |
|                                                            | N                   | 105                                                        | 105                                       |
| Value added services increase labor costs                  | Pearson Correlation | .146                                                       | 1                                         |
|                                                            | Sig. (2-tailed)     | .136                                                       |                                           |
|                                                            | N                   | 105                                                        | 105                                       |

**Table 4.3.1 Correlation**

#### Inference

Here the value of Correlation Coefficient (r) is 0.146. Hence there is positive correlation between the VAS can help to manage the return products and VAS increase labour costs.

## 4.4 ONE WAY ANOVA

Null Hypothesis: There is no significance difference between educational qualification and the VAS focuses on improvement of organization.

Alternate Hypothesis: There is significance difference between educational qualification and the VAS focuses on improvement of organization

|                                                                                                        |                | ANOVA          |     |             |       |      |
|--------------------------------------------------------------------------------------------------------|----------------|----------------|-----|-------------|-------|------|
|                                                                                                        |                | Sum of Squares | df  | Mean Square | F     | Sig. |
| A value added service can satisfy the customer                                                         | Between Groups | 4.734          | 3   | 1.578       | .809  | .492 |
|                                                                                                        | Within Groups  | 197.114        | 101 | 1.952       |       |      |
|                                                                                                        | Total          | 201.848        | 104 |             |       |      |
| The value added services of a 3PL allows the customer to work with one partner for long period of time | Between Groups | 12.350         | 3   | 4.117       | 2.136 | .100 |
|                                                                                                        | Within Groups  | 194.698        | 101 | 1.928       |       |      |
|                                                                                                        | Total          | 207.048        | 104 |             |       |      |
| Value added services directly help to focus on core function of organization.                          | Between Groups | 16.390         | 3   | 5.463       | 2.660 | .052 |
|                                                                                                        | Within Groups  | 207.457        | 101 | 2.054       |       |      |
|                                                                                                        | Total          | 223.848        | 104 |             |       |      |

**Table 4.4.1 ANOVA**

### Inference

Since p value is greater than 0.05, so accepting null hypothesis. There is no significance difference between educational qualification and the VAS focuses on improvement of organization.

## **CHAPTER 5**

### **FINDINGS, SUGGESTION AND CONCLUSION**

#### **5.1 FINDINGS**

- Majority (32%) of the respondents are age between 21-30 years.
- Majority (71%) of the respondents are male.
- Majority (30%) of the respondents completed Post Graduate.
- Majority (35%) of the respondents were earning between Rs.10001- Rs.25000.
- Majority (30%) of the respondents were disagree to 3PL targets particularly on raw material handling.
- Majority (27%) of respondents were Agree to WMS can improve the utilization of space in the warehouse.
- Majority (23%) of respondents were agree to IT systems of 3PL providers are day to day updated to match the requirements of their customers.
- Majority (21%) were neutral that cross docking increases time and saves space.
- Majority (23%) were strongly agree and agree to WMS makes inventory management a fast and easy task by providing real-time information.
- Majority (39%) were neutral to value added service can help to manage the return products.
- Majority (24%) were strongly agree and neutral to value added service can satisfy the customer.
- Majority (26%) of respondents were neutral to cross docking helps in dispatch of goods by reducing time.
- Majority (27%) of the respondents were neutral that human error in loading or discharging point.
- Majority (24%) of the respondents were disagree to warehouse management system (WMS) software helps easy to track the stock location in racking.
- Majority (30%) of the respondents were strongly disagree that the value added services of a 3PL allows the customer to work with one partner for long period of time.

- Majority (25%) of the respondents were strongly agree that Packaging services can be the one of the major reasons for growth of 3PL.
- Majority (22%) of the respondents were disagree that proper handling can reduce the damage.
- Majority (27%) of the respondents were strongly agree use of WMS in 3PL help to attract more customers.
- Majority (26%) respondents disagree that WMS helps in locating and identification of cargo.
- Majority (24%) were strongly disagree that value added services directly help to focus on core function of organization.
- Majority (24%) of the respondents were strongly agree that strong value added department will also have labor management system which helps to satisfy customers in 3PL.
- Majority (23%) respondents disagree that value added services increase labor costs.
- Majority (52%) agree that RTO labeling/barcoding easily identifies the material.
- Majority (39%) respondents were neutral that before RTO label can easily identify shipment.
- Bar-coding is the easily identify the rack to pick the goods.
- Packaging is considered to be the one of the major functions of value added services
- 3PL target on handling of raw materials by targeting customers like manufacturers who can have further business from them like bagging, kitting, small assembly works, small processing works, etc.
- WMS can provide information about organization's inventory at any time.
- Value added services helps to attract more consumers and maintain long lasting relation with customers.

## **5.2 SUGGESTIONS**

- Packaging is considered to be the one of the major functions of value added services
- WMS can provide information about organization's inventory at any time.
- Value added services helps to attract more consumers and maintain long lasting relation with customers.

### **5.3 CONCLUSION**

The study of value added service in reverse logistics at Gati KWE Ltd has provided the clear view idea on activities of the company. This study and analysis concluded that VAS increase the revenue of an organization indirectly and decrease the labour cost.

Cross docking decrease the time and space, but it requires favorable condition. It cannot be possible at all circumstances. 3PL targets mostly an manufacturing industries so that they can attract them with small value added services like kitting, bagging, labelling, and packaging, etc.

RTO labelling/ barcoding can easily identify the material which are returning to the origin. This will help to easily identification of material. Privilege labelling can makes the goods easily identifiable and attract more customers.

Reverse logistics is vital to the future of the logistics industry. Reverse logistics has become imperative to the long-term well-being of businesses. Earlier it was seen as a burden for organizations as companies have to cater not only to customer satisfaction but to a delightful experience

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## ANNEXURE-I

### QUESTIONNAIRE

NAME:

AGE:

- a) 21-30 years
- b) 31-40 years
- c) 41-50 years
- d) Above 51years

GENDER:

- a) Male
- b) Female

EDUCATIONAL QUALIFICATION:

- a) Doctorate
- b) Post Graduate
- c) Under Graduate
- d) HSC
- e) SSLC

MONTHLY INCOME

- a) Below Rs.10000
- b) Rs.10001-Rs.25000
- c) Rs.25001-Rs.50000

**SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SDA- Strongly Disagree**

| Sl. No. | QUESTIONS                                                                                       | SA | A | N | DA | SDA |
|---------|-------------------------------------------------------------------------------------------------|----|---|---|----|-----|
| 1.      | 3PL targets particularly on raw material handling.                                              |    |   |   |    |     |
| 2.      | WMS can improve the utilization of space in the warehouse                                       |    |   |   |    |     |
| 3.      | IT systems of 3PL providers are day to day updated to match the requirements of their customers |    |   |   |    |     |
| 4.      | Cross docking increases time and saves space                                                    |    |   |   |    |     |

|     |                                                                                                                     |  |  |  |  |  |
|-----|---------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 5.  | WMS makes inventory management a fast and easy task by providing real-time information                              |  |  |  |  |  |
| 6.  | Value added service can help to manage the return products                                                          |  |  |  |  |  |
| 7.  | A value added service can satisfy the customer                                                                      |  |  |  |  |  |
| 8.  | cross docking helps in dispatch of goods by reducing time( storing, marking and labelling)                          |  |  |  |  |  |
| 9.  | Bar coding helps in the verification of right goods in racking.                                                     |  |  |  |  |  |
| 10. | Human error in loading or discharging point                                                                         |  |  |  |  |  |
| 11. | Warehouse management system(WMS) software helps easy to track the stock location in racking                         |  |  |  |  |  |
| 12. | The value added services of a 3PL allows the customer to work with one partner for long period of time              |  |  |  |  |  |
| 13. | Packagingservices can be the one of the major reasons for growth of 3PL                                             |  |  |  |  |  |
| 14. | Proper handling is reducing the damage                                                                              |  |  |  |  |  |
| 15. | Use of WMS in 3PL help to attract more customers                                                                    |  |  |  |  |  |
| 16. | WMS helps in locating and identification of cargo                                                                   |  |  |  |  |  |
| 17. | The allocation while stocking in racks are proper, where we can identify and pick the products with the help of WMS |  |  |  |  |  |
| 18. | Value added services directly help to focus on core function of organization.                                       |  |  |  |  |  |
| 19. | A strong value added department will also have labor management system which helps to satisfy customers in 3PL.     |  |  |  |  |  |
| 20. | Value added services increase labor costs.                                                                          |  |  |  |  |  |
| 21. | RTO Labels helps to identify the Shipment easily                                                                    |  |  |  |  |  |

## **ANNEXURE -II**

### **VALUE ADDED SERVICES IN REVERSE LOGISTICS**

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#### **ABSTRACT**

In the competitive world of manufacturing, companies are often searching for new ways to improve their process, customer satisfaction and stay ahead in the game with their competitors. The term “value added services” is defined as a service adding extra feature, form or functions to the basic service and stands for all types of activities which are not directly based on services traditionally offered by 3PL providers, i.e: transportation and warehousing. Although value-added services can offer obvious advantages in form of customer lock-in and improved competitive advantage, such services are still offered at a low level and there is much space for development. The purpose of this study is to analyse how 3PL firms develop value added services and to investigate what the driving forces and barriers for developing and providing such services are in the frame of reference with in service management, outsourcing, third party logistics, value-added services, innovation and learning have been used.

#### **INTRODUCTION**

Value-Added Services (VAS) are performed to meet customer demands. They can be activities performed on a product before the product is delivered to the customer, or a provided service that is performed at the customer site.

A value-added service (VAS) is a popular telecommunications industry term for non-core services, or, in short, all services beyond standard voice calls and fax transmissions. However, it can be used in any service industry, for services available at little or no cost, to promote their primary business.

Expeditors' value-added services range from simple to complex, enabling a variety of logistics delivery models that improve customer

service while mitigating inventory and transportation costs. Our

Value-added services let you meet the diverse needs of customers while improving delivery times.

#### **OBJECTIVES**

The objective of study was to establish the influence of value added services by WMS on third party logistics.

#### **SECONDARY OBJECTIVES:**

- To study different value added services provided in third party logistics.
- To increase revenue of organization by adding VAS.
- To Analyze cross-docking-planned and opportunistic.
- To study receiving and optimized directed put away of cargo
- To analyse inbound value added services like kitting, bagging
- To add extra labelling (for Air cargo & RTO), bar-coding, etc...

#### **INDUSTRY PROFILE**

##### **OVERVIEW OF INDIAN LOGISTICS INDUSTRY**

The Indian logistics industry was valued at an estimated US\$ 130 billion in 2012-13. It has grown at a CAGR of over 16 per cent over the last five years. The industry comprises the following main segments: Freight and passenger transportation via road, rail, air and water Warehousing and cold-storage The contribution from the movement of goods including freight transportation and storage is about 90 per cent. Aggregate freight traffic is estimated at about 2-2.3 trillion tonne kilometers. Road dominates the mode of freight transport mix and constitutes about 60 per cent

of the total freight traffic. Rail and coastal shipping account for about 32 per cent and 7 per cent, respectively, while the share of inland waterways transportation and air is less than 1 per cent each.

Warehousing comprises industrial and agricultural storage. Of the total warehousing space of about 1,800 million sq ft, the industrial and agricultural segments constitute about 86 per cent and 14 per cent, respectively. Government organizations including Food Corporation of India, Central Warehousing Corporation and the state warehousing corporations account for about two-thirds of the agricultural warehousing segment<sup>1</sup>. Warehousing also includes cold storage, comprising over 5,300 units; most of which are concentrated in the states of Uttar Pradesh, Punjab and West Bengal. According to the Ministry of Agriculture, at present, the cold chain capacity is about 9 million tones. India's logistics Industry has witnessed an exponential growth in the last few years. Now contributing to around 14% of our country's total GDP, the logistics market in India is expected to move up to a staggering \$ 301.89 billion by 2020, serving as a backbone to the economy. As India becomes more open to trade and investment in recent years, the need for logistics services is also increasing proportionately, providing more opportunities for service providers. Investing in this industry is a good idea as it is still in development stage.

### **Challenges in Indian Logistics Industry**

In India, inter-state trade and logistics are considered to be a complex and critical issue, increasing the cost of doing business up to a great extent. The lack of sound inland transport infrastructure and the poor state of national and state highways have been hindering the growth of the industry for a long time now, leading to high transit times. Probably one of the most significant challenges faced by the industry today is the insufficient integration of information technology in transport networks, warehousing and distribution processes. Besides, regulations in our country exist at a number of different tiers imposed by national, regional and local authorities, and may vary from city to city, thus creating bottlenecks in the creation of national networks. Last-mile delivery for e-commerce continues to be a pain-point, even for the established delivery companies.

A major share of this industry in India is dominated by unorganized players resulting in barriers to entry for new technologies and innovations and global supply chain models. Also, the industry is facing a shortage of skilled human resource with sound operational and technical knowledge of supply chain management, in-turn making it difficult to employ latest technologies to the benefit the customers. With 65 per cent of freight moving on the road, transportation delays not just impact the transit time, but also adds to the costs. Curbing roadblocks can cut freight time by 20-30 per cent and logistics costs by approximately 30-40 per cent, suggest industry estimates.

### **REVIEW OF LITERATURE**

Dhananjaya Reddy (2018), In the competitive world of manufacturing, companies are often searching for new ways to improve their process, customer satisfaction and stay ahead in the game with their competitors. Reverse logistics has been considered a strategy to bring these things to life for the past decade or so. This thesis work tries to shed some light on the basics of reverse logistics and how reverse logistics can be used as a management strategy. This paper points out the fundamentals of reverse logistics and looks into what kind of decisions today's logistics managers have to take on a daily basis for the improvement of their logistics model. A growing concern has been developing to control rising global pollution, this paper also brings out some of the effects of reverse logistics decisions on the environment and vice versa. The thesis starts out by compiling the works of researchers and logistics experts in the field of logistics in the theoretical background section. Through a survey conducted in a few manufacturing firms in India, a small picture of the extent to which reverse logistics has penetrated the manufacturing world has been drawn.

Kahuina Hassan Miller (2014), seeks to determine the benefits of using reverse logistics as a value added service for Jamaica to re-gain competitiveness within Latin American and the Caribbean region. Globalization has enabled countries to benefit from transshipment and logistics. The rapid growth in containerization has enabled countries such as Singapore, Holland and United Arab Emirates to benefit economically by using logistics as an integral part of trade. Panama has benefited from

transshipment and maritime services by the canal and accounts for 70% of all transshipment in Latin America and the Caribbean.

Saurabh Agrawal, Rajesh K. Singh, Qasim Murtaza (2014), reverse logistics (RL) has become a field of importance for all organizations due to growing environmental concerns, legislation, corporate social responsibility and sustainable competitiveness. RL refers to the sequence of activities required to collect the used product from the customers for the purpose of either reuse or repair or re-manufacture or recycle or dispose of it. Perusal of the literature shows that research in the field of RL is in evolving phase and issues pertaining to adoption and implementation, forecasting product returns, outsourcing, RL networks from secondary market perspective, and disposition decisions have not been reviewed extensively. This study attempts to fill the existing gap through literature review on these issues, and outline the future directions for research based on research gap analysis.

Craig R. Carter and Lisa L. Ellram (1998), Reverse logistics is a process whereby companies can become more environmentally efficient through recycling, reusing and reducing the amount of material used. Viewed narrowly, it can be thought of as the reverse distribution of material among channel members. A more holistic view of reverse logistics include the reduction of materials as in the forward system in such a way fewer material can flow back, reuse of material is possible and recycling is facilitated.

## RESEARCH DESIGN

A "research design is a specification of methods and procedures for acquiring the information needed to structure or to solve problems". It is the overall operation pattern or frame work of the project that stipulates what information is to be collected, from which sources, and by what procedures.

The arrangement of conditions suitable for collection and analysis of data varies depending upon the type of research study the types of research can be represented of several types

The researcher has to use facts or information already available, and analyze this to make a critical evaluation of the material is known as Analytical Research.

## STATISTICAL TOOLS

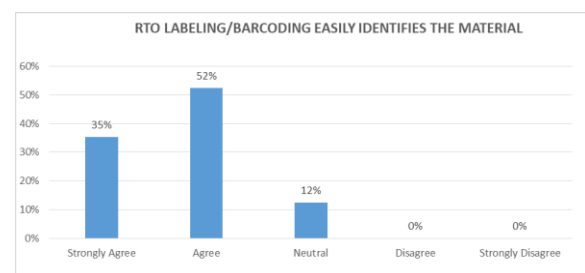
- Percentage Analysis
- Paired T test
- Correlation

## Percentage Analysis

### RTO LABELING/BARCODING EASILY IDENTIFIES THE MATERIAL

| S. N O | RTO LABELING/BARCODING EASILY IDENTIFIES THE MATERIAL | NO.OF RESPONDENTS | PERCENTAGE |
|--------|-------------------------------------------------------|-------------------|------------|
| 1      | Strongly Agree                                        | 37                | 35%        |
| 2      | Agree                                                 | 55                | 52%        |
| 3      | Neutral                                               | 13                | 12%        |
| 4      | Disagree                                              | 0                 | 0%         |
| 5      | Strongly Disagree                                     | 0                 | 0%         |
|        | Total                                                 | 105               |            |

Source: Primary data



## Interpretation

From the table it is interpreted that, 35% of the respondents were strongly agree that RTO labeling/barcoding easily identifies the material, 52% agree that RTO labeling/barcoding easily identifies the material, 12% respondents were neutral that RTO labeling/barcoding easily identifies the material.

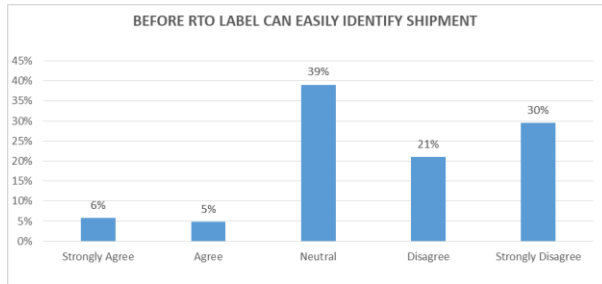
## Inference

Majority (52%) agree that RTO labeling/barcoding easily identifies the material.

### BEFORE RTO LABEL CAN EASILY IDENTIFY SHIPMENT

| S. N O | BEFORE RTO LABEL CAN EASILY IDENTIFY SHIPMENT | NO.OF RESPONDENTS | PERCENTAGE |
|--------|-----------------------------------------------|-------------------|------------|
| 1      | Strongly Agree                                | 6                 | 6%         |
| 2      | Agree                                         | 5                 | 5%         |
| 3      | Neutral                                       | 41                | 39%        |
| 4      | Disagree                                      | 22                | 21%        |
| 5      | Strongly Disagree                             | 31                | 30%        |
|        | Total                                         | 105               |            |

Source: Primary data



### Interpretation

From the table it is interpreted that, 6% of the respondents were strongly agree that before RTO label can easily identify shipment, 5% agree that before RTO label can easily identify shipment, 39% respondents were neutral that before RTO label can easily identify shipment, 21% respondents disagree that before RTO label can easily identify shipment and 30% were strongly disagree that before RTO label can easily identify shipment.

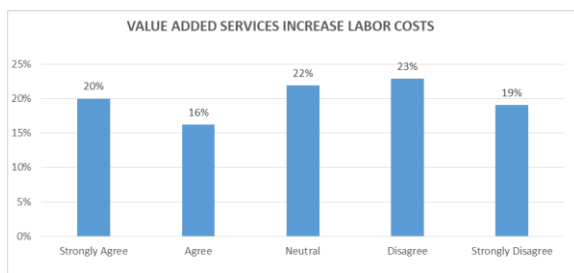
### Inference

Majority (39%) respondents were neutral that before RTO label can easily identify shipment.

### VALUE ADDED SERVICES INCREASE LABOR COSTS

| S.N O | VALUE ADDED SERVICES INCREASE LABOR COSTS | NO.OF RESPONDENTS | PERCENT AGE |
|-------|-------------------------------------------|-------------------|-------------|
| 1     | Strongly Agree                            | 21                | 20%         |
| 2     | Agree                                     | 17                | 16%         |
| 3     | Neutral                                   | 23                | 22%         |
| 4     | Disagree                                  | 24                | 23%         |
| 5     | Strongly Disagree                         | 20                | 19%         |
| Total |                                           | 105               |             |

Source: Primary data



### Interpretation

From the table it is interpreted that, 20% of the respondents were strongly agree that value added services increase labor costs, 16% agree that value added services increase labor costs, 22% respondents were neutral that value added services increase labor costs, 23% respondents disagree that value added services increase labor costs and 19% were strongly disagree that value added services increase labor costs.

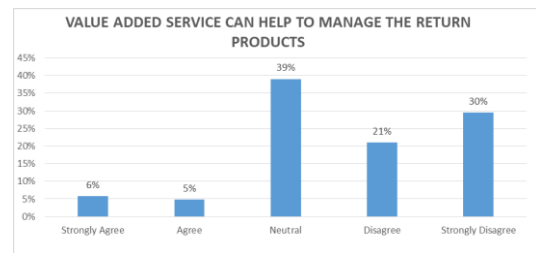
### Inference

Majority (23%) respondents disagree that value added services increase labor costs.

### VALUE ADDED SERVICE CAN HELP TO MANAGE THE RETURN PRODUCTS

| S. N O | VALUE ADDED SERVICE CAN HELP TO MANAGE THE RETURN PRODUCTS | NO.OF RESPONDENTS | PERCENTAGE |
|--------|------------------------------------------------------------|-------------------|------------|
| 1      | Strongly Agree                                             | 22                | 21%        |
| 2      | Agree                                                      | 17                | 16%        |
| 3      | Neutral                                                    | 19                | 18%        |
| 4      | Disagree                                                   | 22                | 21%        |
| 5      | Strongly Disagree                                          | 25                | 24%        |
| Total  |                                                            | 105               |            |

Source: Primary data



### Interpretation

From the above table it is interpreted that, 6% of the respondents were strongly agree to value added service can help to manage the return products, 5% agree to value added service can help to manage the return products, 39% respondents were Neutral to value added service can help to manage the return products, 21% respondents disagree to value added service can help to manage the return products and 30% were strongly disagree to value added service can help to manage the return products.

### Inference

Majority (39%) were neutral to value added service can help to manage the return products.

### PAIRED T TEST (INDEPENDENT SAMPLE)

**Null Hypothesis:** There is no significance difference between before and after RTO labelling/barcoding to identify the shipment.

**Alternate Hypothesis:** There is significance difference between before and after RTO labelling/barcoding to identify the shipment.

| Paired Samples Statistics |                                                        |      |     |                |                 |
|---------------------------|--------------------------------------------------------|------|-----|----------------|-----------------|
|                           |                                                        | Mean | N   | Std. Deviation | Std. Error Mean |
| Pair 1                    | RTO labelling/barcoding easily identifies the material | 4.23 | 105 | .654           | .064            |
|                           | Before RTO label can easily identify shipment          | 2.36 | 105 | 1.128          | .110            |

| Paired Samples Correlations |                                                                                                        |     |             |      |
|-----------------------------|--------------------------------------------------------------------------------------------------------|-----|-------------|------|
|                             |                                                                                                        | N   | Correlation | Sig. |
| Pair 1                      | RTO labelling/barcoding easily identifies the material & Before RTO label can easily identify shipment | 105 | -.022       | .824 |

| Paired Samples Test |                                                                                                        |                    |                |            |                                           |       |        |                 |
|---------------------|--------------------------------------------------------------------------------------------------------|--------------------|----------------|------------|-------------------------------------------|-------|--------|-----------------|
|                     |                                                                                                        | Paired Differences |                |            |                                           |       |        |                 |
|                     |                                                                                                        | Mean               | Std. Deviation | Std. Error | 95% Confidence Interval of the Difference |       | t      | Sig. (2-tailed) |
|                     |                                                                                                        |                    |                |            | Lower                                     | Upper |        |                 |
| Pair 1              | RTO labelling/barcoding easily identifies the material - Before RTO label can easily identify shipment | 1.867              | 1.316          | .128       | 1.612                                     | 2.121 | 14.534 | .002            |

Here p value is less than 0.05 i.e 0.002 at 5 % level of Significance. So accepting Alternate Hypothesis. Hence there is significance difference between before and after RTO labelling/barcoding to identify the shipment.

## CORRELATION

| Correlations                                               |                     |                                                            |                                           |  |
|------------------------------------------------------------|---------------------|------------------------------------------------------------|-------------------------------------------|--|
|                                                            |                     | Value added service can help to manage the return products | Value added services increase labor costs |  |
| Value added service can help to manage the return products | Pearson Correlation | 1                                                          | .146                                      |  |
|                                                            | Sig. (2-tailed)     |                                                            | .136                                      |  |
|                                                            | N                   | 105                                                        | 105                                       |  |
| Value added services increase labor costs                  | Pearson Correlation | .146                                                       | 1                                         |  |
|                                                            | Sig. (2-tailed)     | .136                                                       |                                           |  |
|                                                            | N                   | 105                                                        | 105                                       |  |

Here the value of Correlation Coefficient (r) is 0.146. Hence there is positive correlation between the VAS can help to manage the return products and VAS increase labor costs.

## FINDINGS

Majority (52%) agree that RTO labeling/barcoding easily identifies the material.

Majority (39%) were neutral to value added service can help to manage the return products.

Majority (39%) respondents were neutral that before RTO label can easily identify shipment.

Majority (23%) respondents disagree that value added services increase labor costs.

Bar-coding is the easily identify the rack to pick the goods.

Packaging is considered to be the one of the major functions of value added services

3PL target on handling of raw materials by targeting customers like manufacturers who can have further business from them like bagging, kitting, small assembly works, small processing works, etc.

WMS can provide information about organization's inventory at any time.

Value added services helps to attract more consumers and maintain long lasting relation with customers.

## SUGGESTIONS

Packaging is considered to be the one of the major functions of value added services

WMS can provide information about organization's inventory at any time.

Value added services helps to attract more consumers and maintain long lasting relation with customers. The company has to improve the cash position to meet the daily requirements.

## CONCLUSION

This study and analysis concluded that VAS increase the revenue of an organization indirectly and decrease the labor cost. Cross docking decrease the time and space, but it requires favorable condition. It cannot be possible at all circumstances. 3PL targets mostly a manufacturing industries so that they can attract them with small value added services like kitting, bagging, labelling, and packaging, etc. RTO labelling/ barcoding can easily identify the material which are returning to the origin. This will help to easily identification of material. Privilege labelling can makes the goods easily identifiable and attract more customers. Reverse logistics is vital to the future of the logistics industry. Reverse logistics has become imperative to the long-term well-being of businesses. Earlier it was seen as a burden for organizations as companies have to cater not only to customer satisfaction but to a delightful experience.