

LOGISTIC MANAGEMENT

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CONTENTS

LOGISTICS

- Forward Flow
- Reverse Flow
- Movement within a Facility

TRAFFIC MANAGEMENT

- Functions
- Considerations

TRACKING GOODS

- Radio Frequency Identification (RFID)

LOGISTICS MANAGEMENT

- Types of Logistics
- Increase Importance of Logistics

MATERIALS MANAGEMENT

PHYSICAL MANAGEMENT

- Logistical Relationship with the Firm
- Marketing (4P's)

ACTIVITIES IN LOGISTICAL CHANNEL

- Customer Service
- Demand Forecasting
- Facility Location Decisions
- International Logistics
- Inventory Management
- Materials Handling
- Transportation Management
- Order management
- Packaging