



Organisasi & Manajemen Logistik

- The first point – that logistics is such an important element within a company's total business structure – can be illustrated using the interrelationships of logistics with other functions:
- With production:
- — production scheduling;
- — production sequencing;
- — production control;
- — plant warehouse design;
- — raw material stocks.

- With marketing:
 - — customer service;
 - — packaging;
 - — distribution centre location;
 - — inventory levels;
 - — order processing;
 - — etc.
- •• With finance:
 - — stockholding;
 - — stock control;
 - — equipment financing;
 - — distribution cost control;
 - — etc.

Logistics organizational structures

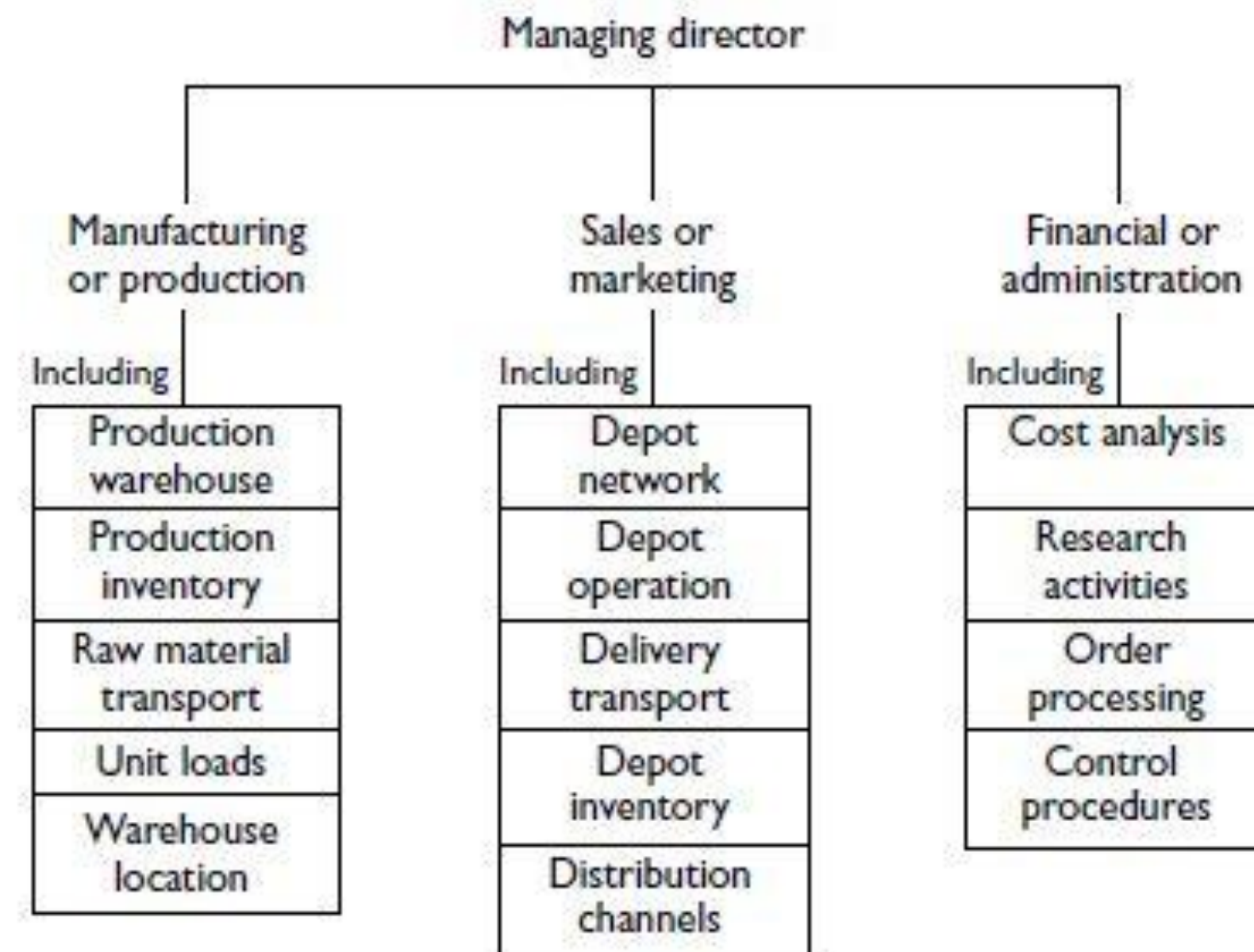


Figure 10.1 Traditional organizational structure showing key logistics functions

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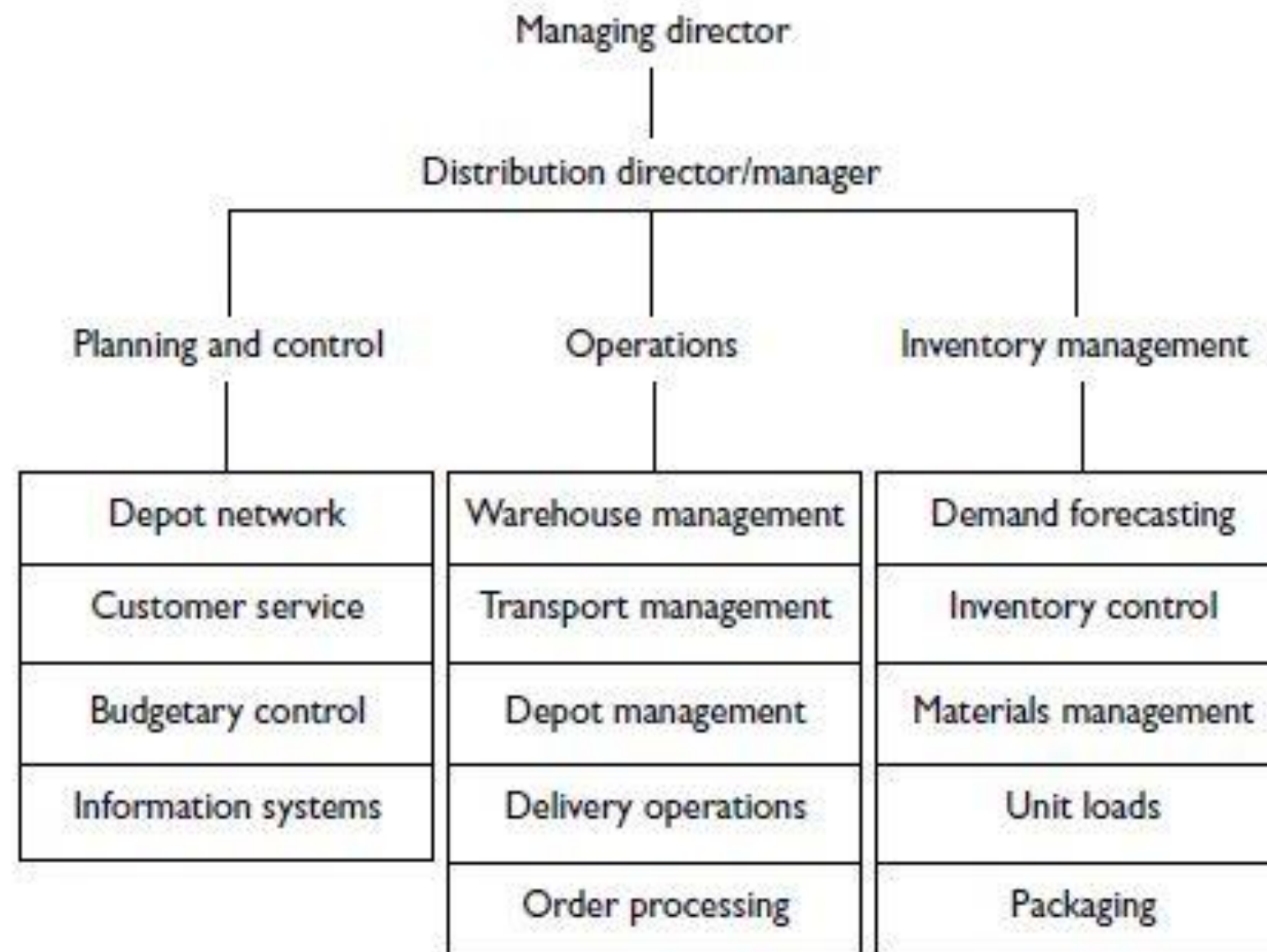


Figure 10.2 Functional structure showing logistics activities linked together

Figure 10.3 Functional structure showing logistics activities linked together



Organizational integration

- This is in many ways a reflection of the key changes that
- have been outlined in previous chapters:
- the emphasis on the customer, and the need to ensure that internal processes support the requirement to achieve customer satisfaction;
- the concentration on time compression throughout the whole supply chain, and the need to identify and manage suitable trade-offs;
- the move to globalization and the requirement to plan and manage the logistics network as a complete system.

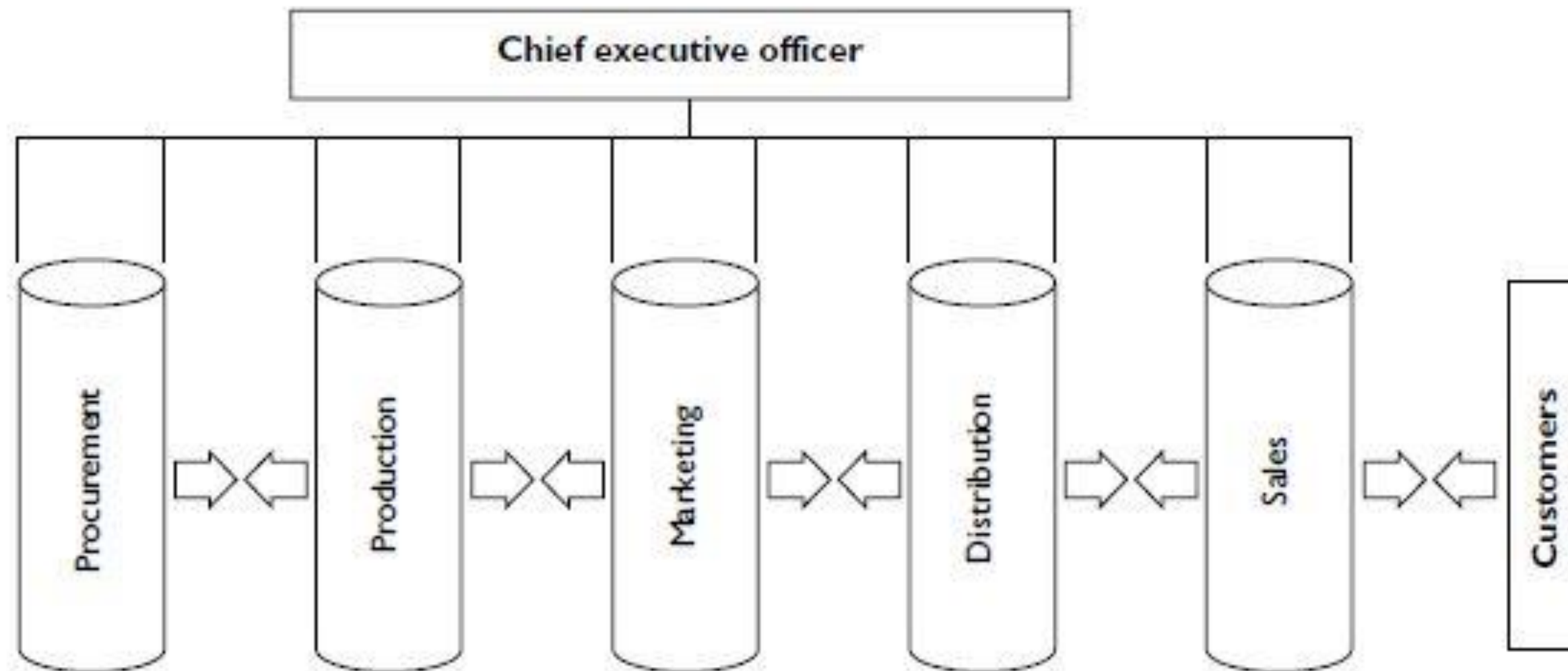


Figure 10.3 Traditional silo-based functional organizational structure

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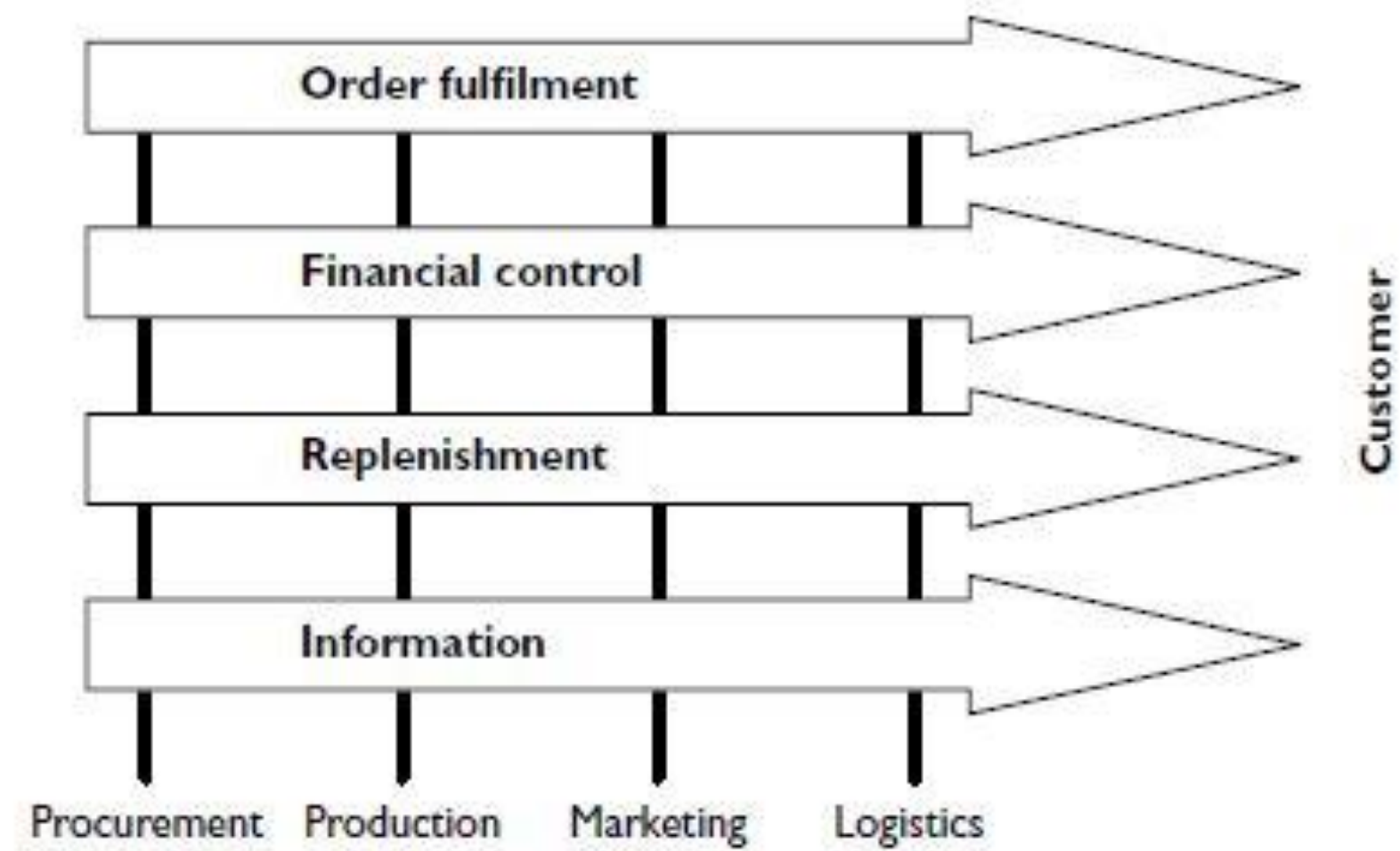


Figure 10.4 A customer-facing, process-driven organizational structure

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Procurement Production Marketing Logistics

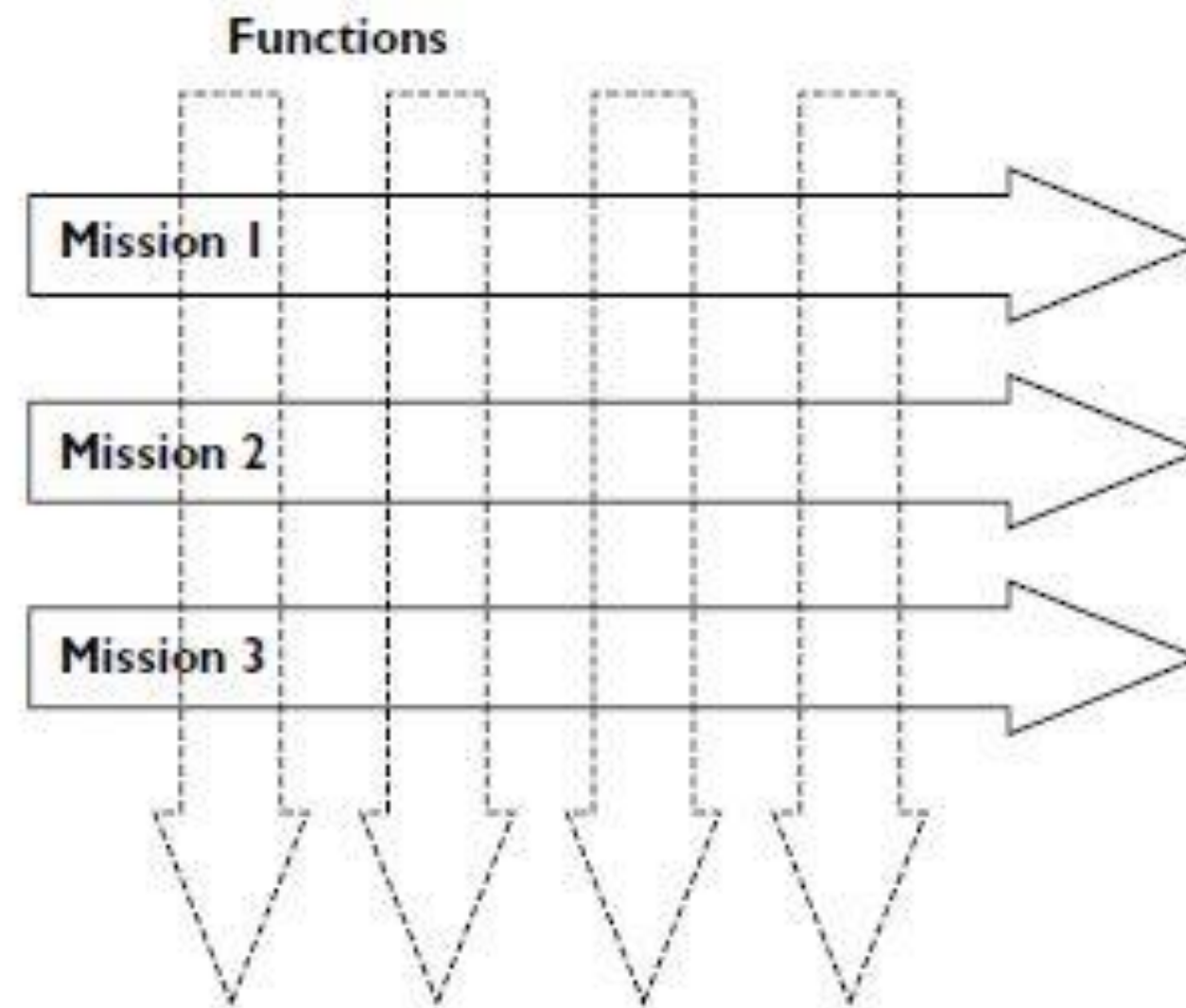


Figure 10.5 Mission management, which acts directly across traditional functional boundaries

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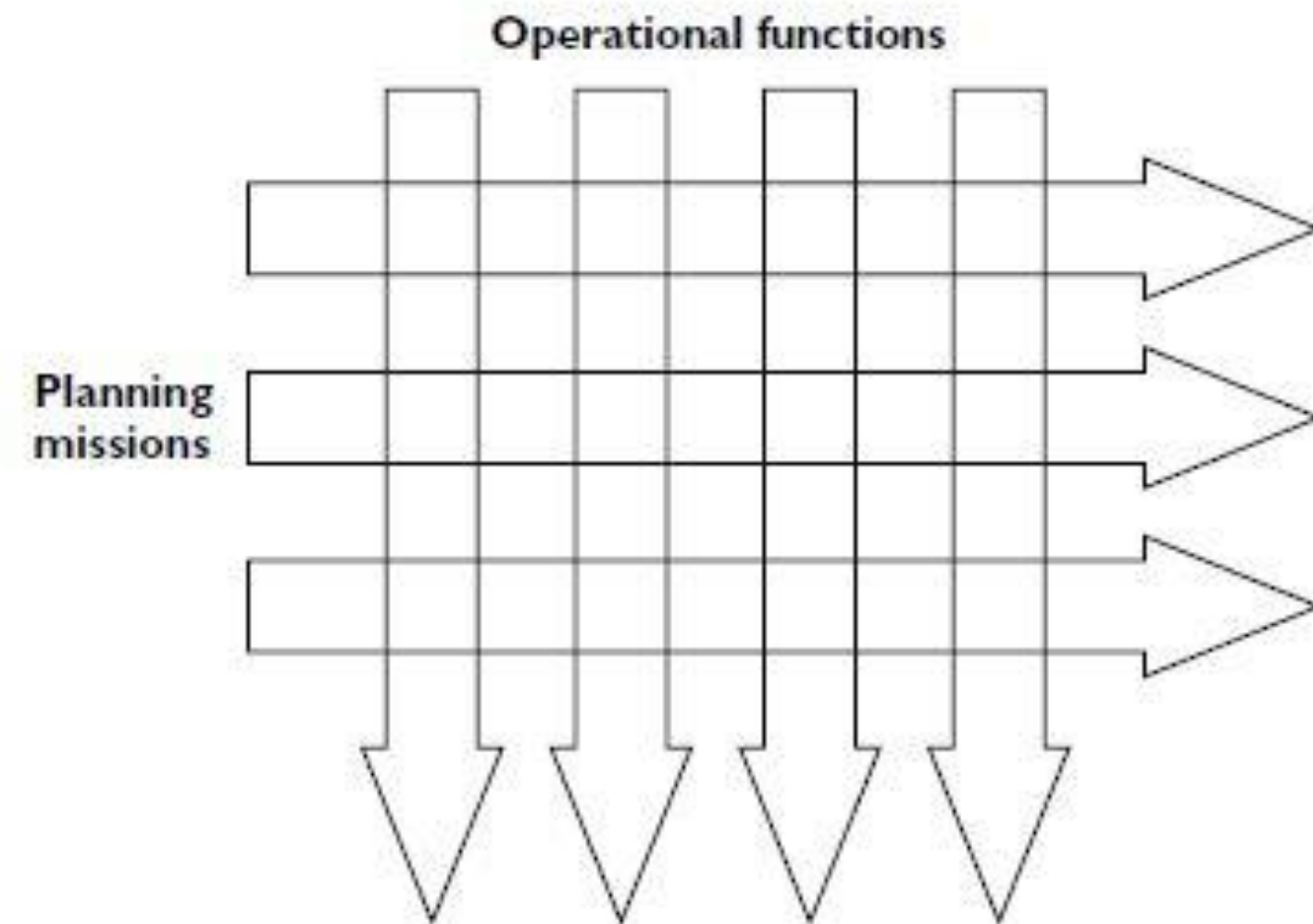


Figure 10.6 Matrix management, which emphasizes both planning and operational elements

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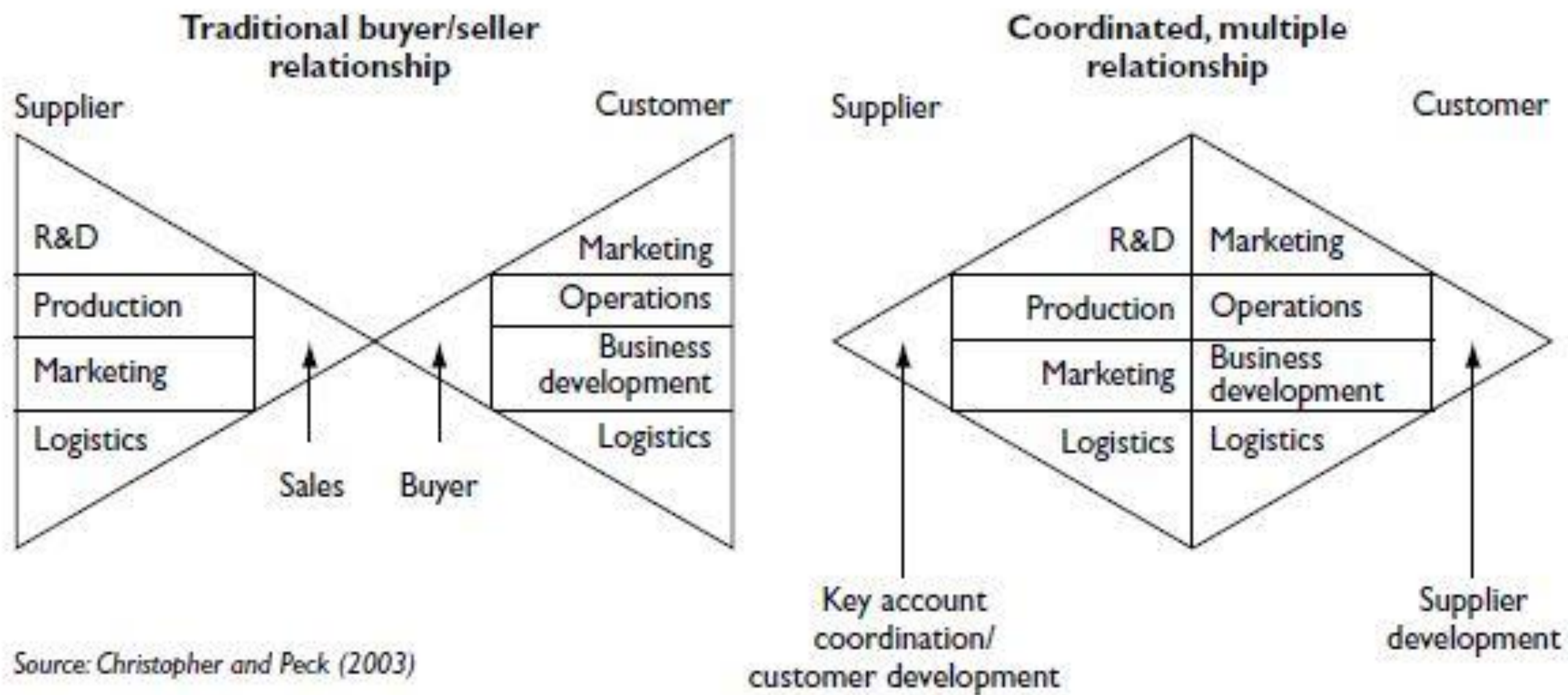


Figure 10.7 Buyer/seller relationships: a single versus a multiple linked approach

The role of the logistics or distribution manager

- The main points were as follows:
- 1. Contribution to corporate strategic planning:
 - — an understanding of the functional interfaces;
 - — an understanding of distribution's activities;
 - — familiarity with the external environment as it relates to distribution;
 - — insights regarding competitor distribution strategies;
 - — familiarity with customer distribution needs;
 - — familiarity with channels of distribution;
 - — distribution data.

- Advantages of contributing to corporate plan:
 - — understanding of impact of corporate strategy on distribution activities;
 - — increased physical distribution responsiveness;
 - — increased sensitivity to the distribution environment;
 - — identifying distribution opportunities;
 - — improving communications.
- Preparation for strategic planning:
 - — know the company;
 - — develop a broader perspective of distribution;
 - — know the distribution environment;
 - — develop rapport/liaison with others;
 - — know customer needs;
 - — improve communication skills.



REFLEKSI



Informasi penting hari ini

Manfaat penting dari informasi penting hari ini

Tindak lanjut yang dapat saudara lakukan



Thank you!

Any questions?