



Pengantar Distribusi dan Logistik

Concepts of Logistics and Distribution



The key components of logistics – transport, inventory, warehousing – have been fundamental elements of industrial and economic life for countless years, but it is only in the last 20 years or so that logistics has been recognized as a major function in its own right



Parallel to the growth in the importance of distribution, logistics and the supply chain has been the growth in the number of associated names and different definitions that are used.

Amongst the many different names can be found:

- **physical distribution;**
- **logistics;**
- **business logistics;**
- **materials management;**
- **procurement and supply;**
- **product flow;**
- **marketing logistics;**
- **supply chain management;**
- **demand chain management;**

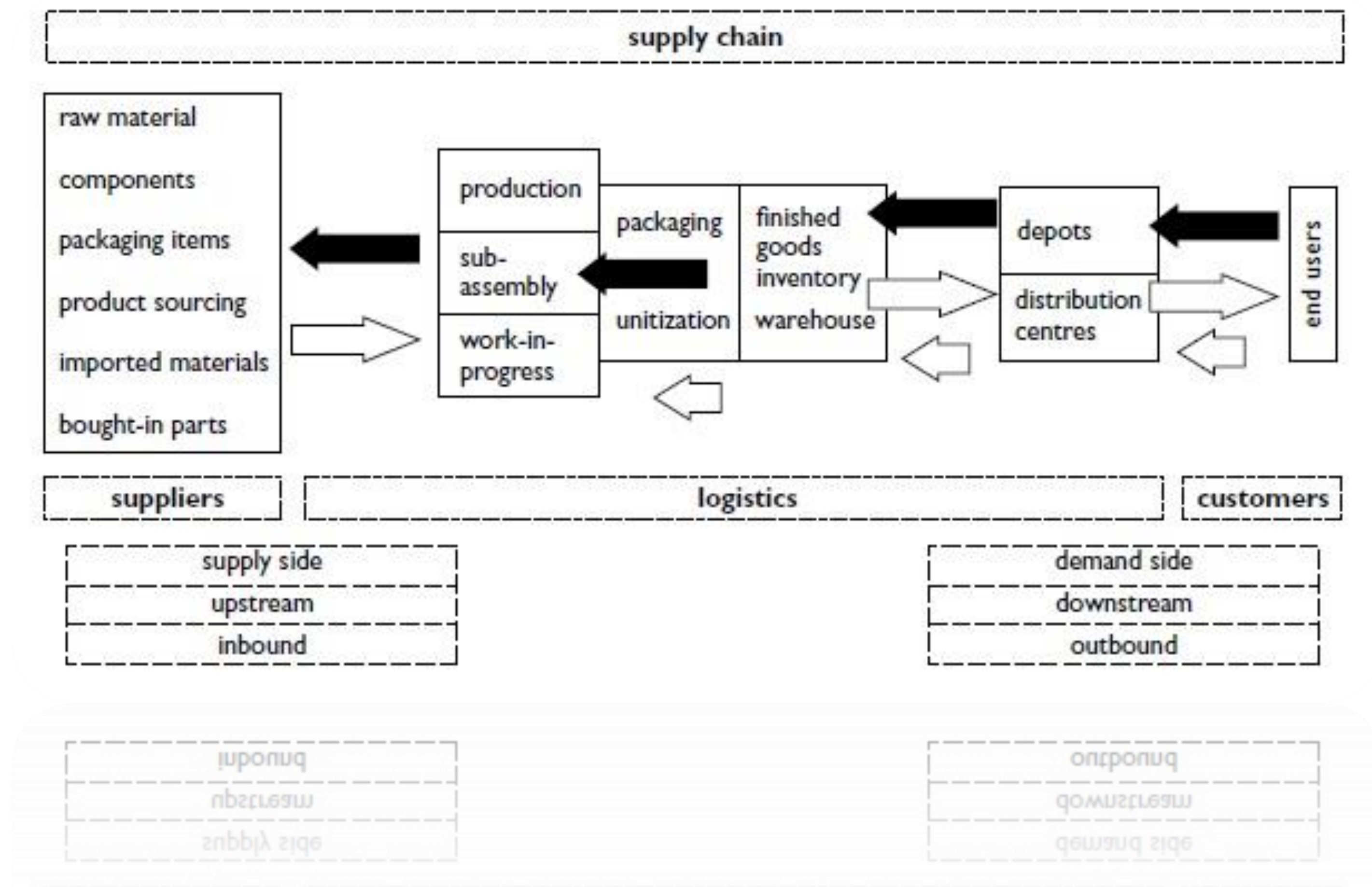


Logistics = Materials Management + Distribution

Supply Chain = Suppliers + Logistics + Customers



In general, it can be said that: supply and materials management represents the storage and flows into and through the production process; while distribution represents the storage and flows from the final production point through to the customer or end user.





**Logistics is... the management of all activities which facilitate movement and the coordination of supply and demand in the creation of time and place utility.
(Hesket, Glaskowsky and Ivie, 1973)**

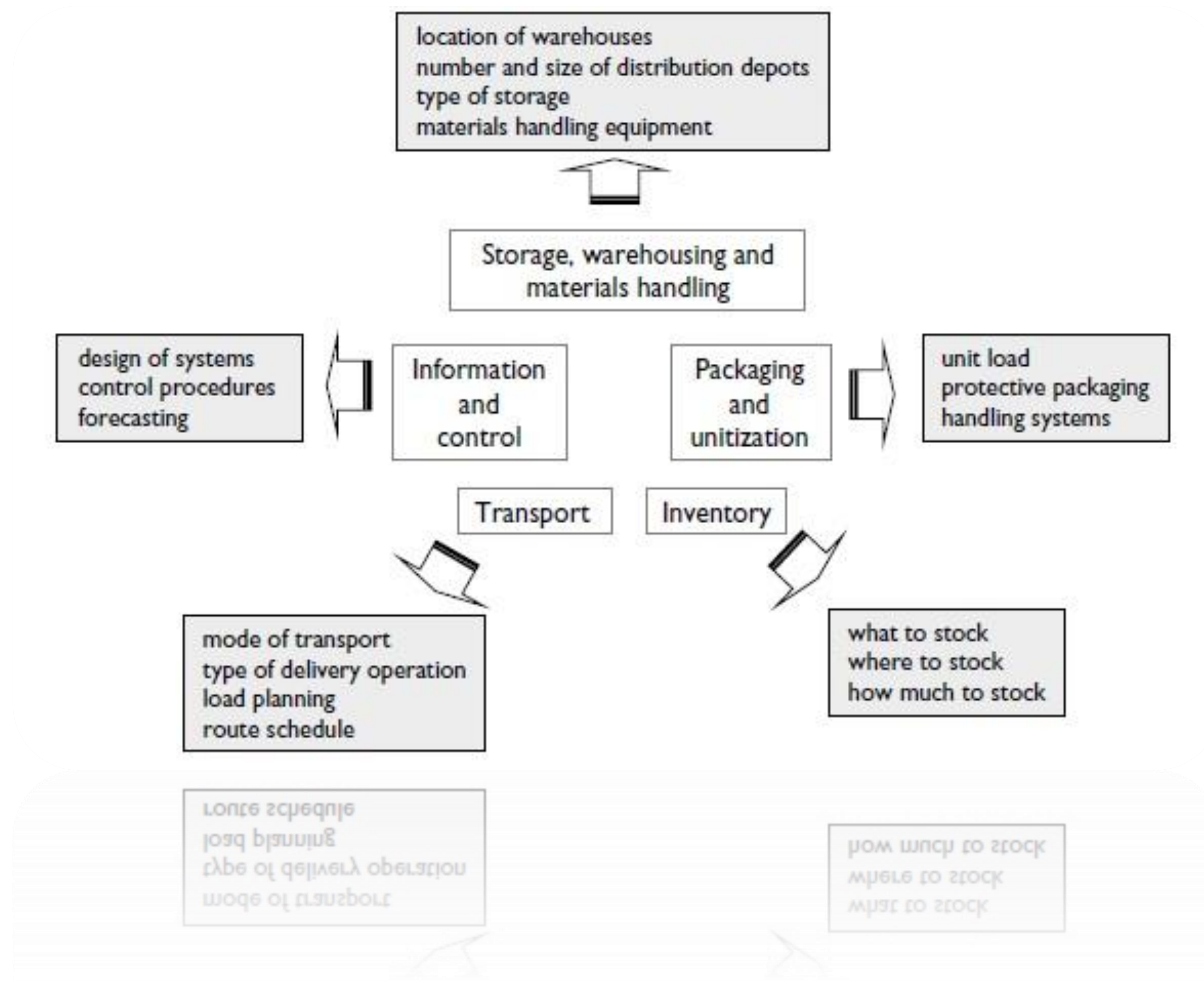
**Logistics is the management of the flow of goods and services between the point of origin and the point of consumption in order to meet the requirements of customers.
(Wikipedia, 2012)**

**Logistics management is that part of supply chain management that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customers' requirements.
(CSCMP, 2012)**



Logistics is... the positioning of resource at the right time, in the right place, at the right cost, at the right quality.

(Chartered Institute of Logistics and Transport (UK), 2012)



1950s and early 1960s



In the 1950s and early 1960s, distribution systems were unplanned and unformulated.

Manufacturers manufactured, retailers retailed, and in some way or other the goods reached the shops. Distribution was broadly represented by the haulage industry and manufacturers' own-account fleets. There was little positive control and no real liaison between the various distribution-related functions.



1960s and early 1970s

In the 1960s and 1970s the concept of physical distribution was developed with the gradual realization that the 'dark continent' (as distribution was described in early academic literature) was indeed a valid area for managerial involvement. This consisted of the recognition that there was a series of interrelated physical activities such as transport, storage, materials handling and packaging that could be linked together and managed more effectively.

1970s



The 1970s was an important decade in the development of the distribution concept. One major change was the recognition by some companies of the need to include distribution in the functional management structure of an organization.

1980s



In the 1980s fairly rapid cost increases and the clearer definition of the true costs of distribution contributed to a significant increase in professionalism within distribution. With this professionalism came a move towards longer-term planning and attempts to identify and pursue cost-saving measures.



Late 1980s and early 1990s

In the late 1980s and early 1990s, advances in information technology enabled organizations to broaden their perspectives in terms of the functions that could be integrated. In short, this covered the combining of materials management (the inbound side) with physical distribution (the outbound side).

1990s



In the 1990s the process of integration was developed even further to encompass not only the key functions within an organization's own boundaries but also those functions outside that also contribute to the provision of a product to a final customer.

2000 to 2010



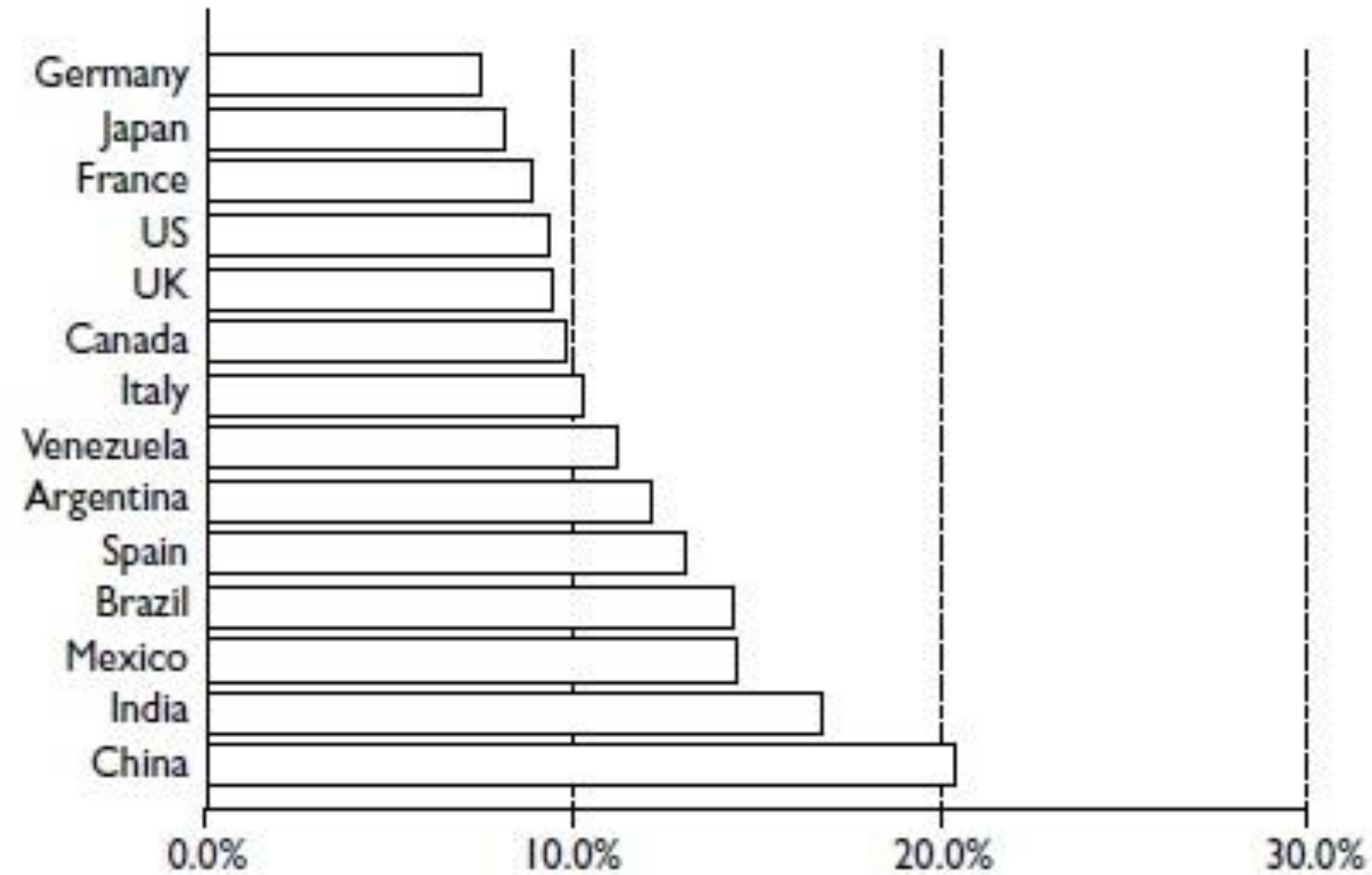
As the new millennium dawned, business organizations faced many challenges as they endeavoured to maintain or improve their position against their competitors, bring new products to market and increase the profitability of their operations.

Logistics and the supply chain finally became recognized as an area that was key to overall business success.

2010 and beyond



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Source: Armstrong and Associates (2007)

Figure 1.3 Logistics costs as a percentage of GDP for selected countries

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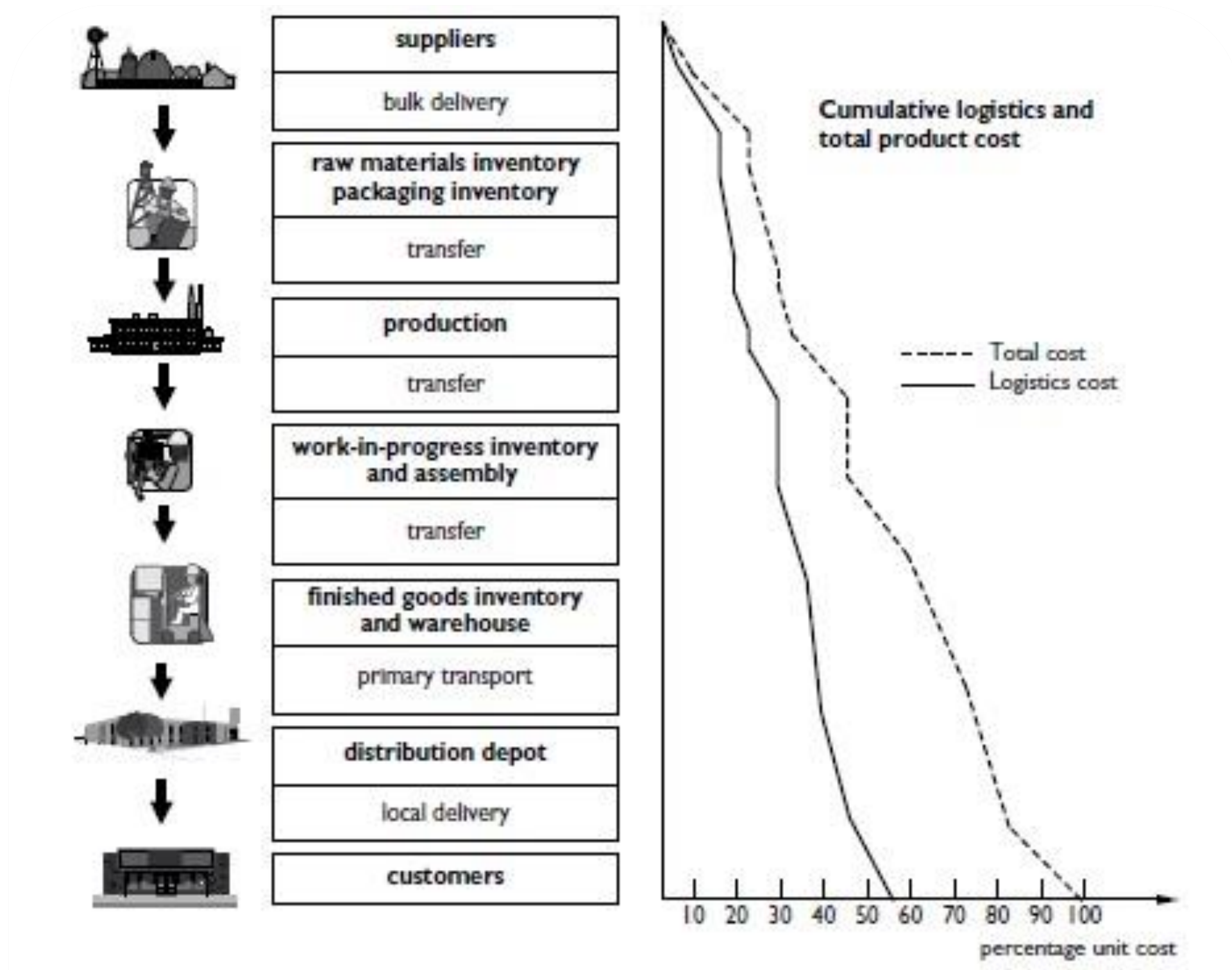


Figure 1.4 A typical physical flow of material from suppliers through to customers, showing stationary functions and movement functions, linked to a diagram that reflects the 'value added' nature of logistics

REFLEKSI



Informasi penting hari ini

Manfaat penting dari informasi penting hari ini

Tindak lanjut yang dapat saudara lakukan



Thank you!

Any questions?