Kerangka Perencanaan Logistik

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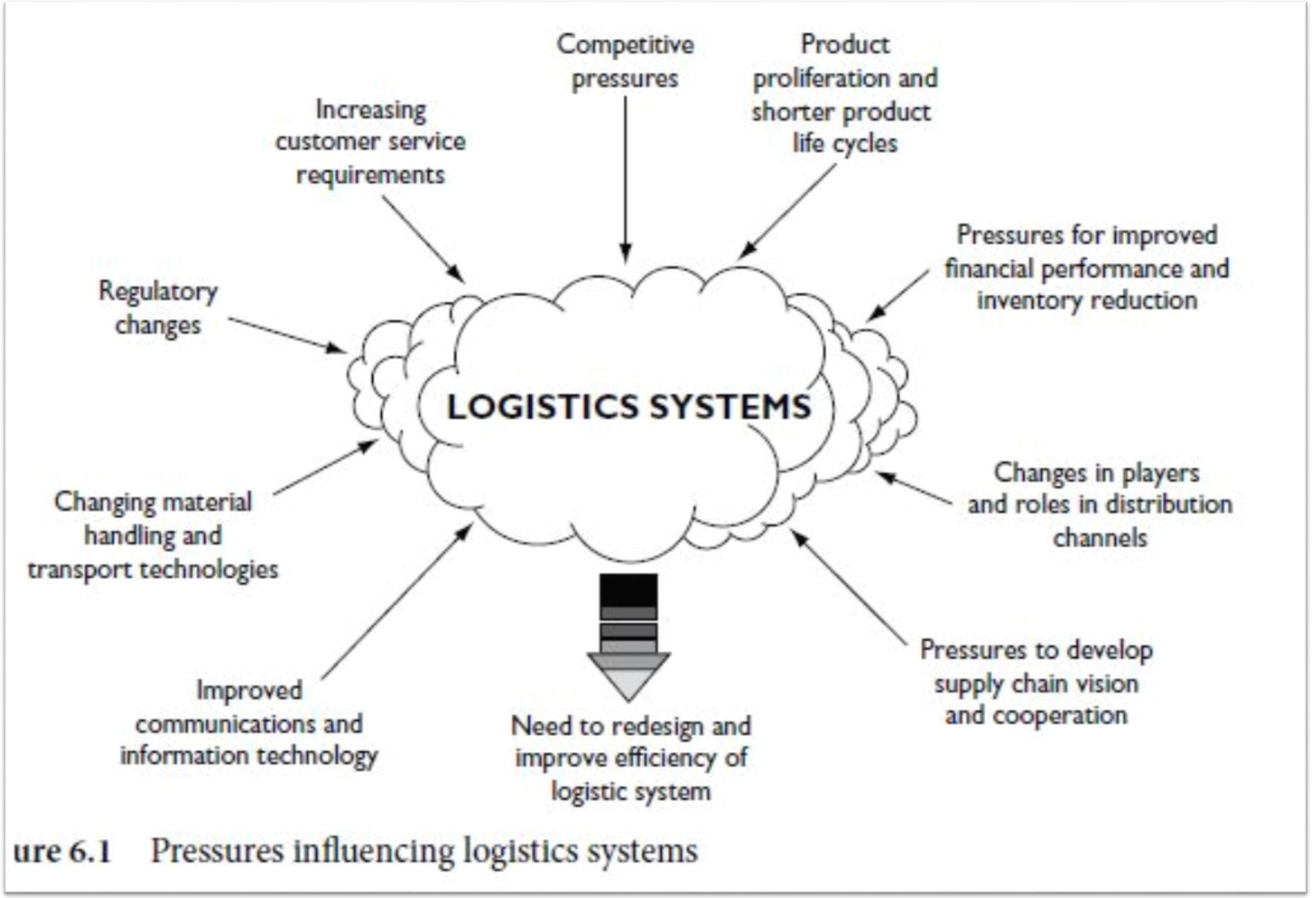


ure 6.1 Pressures influencing logistics systems

Strategic planning overview

A generalized approach to corporate strategic planning is depicted in Figure 6.2. This is in many ways a classic strategic planning approach, but one important point is that it does clearly identify the logistics function as a key part of strategic planning. This is not always the case in some corporate planning processes.

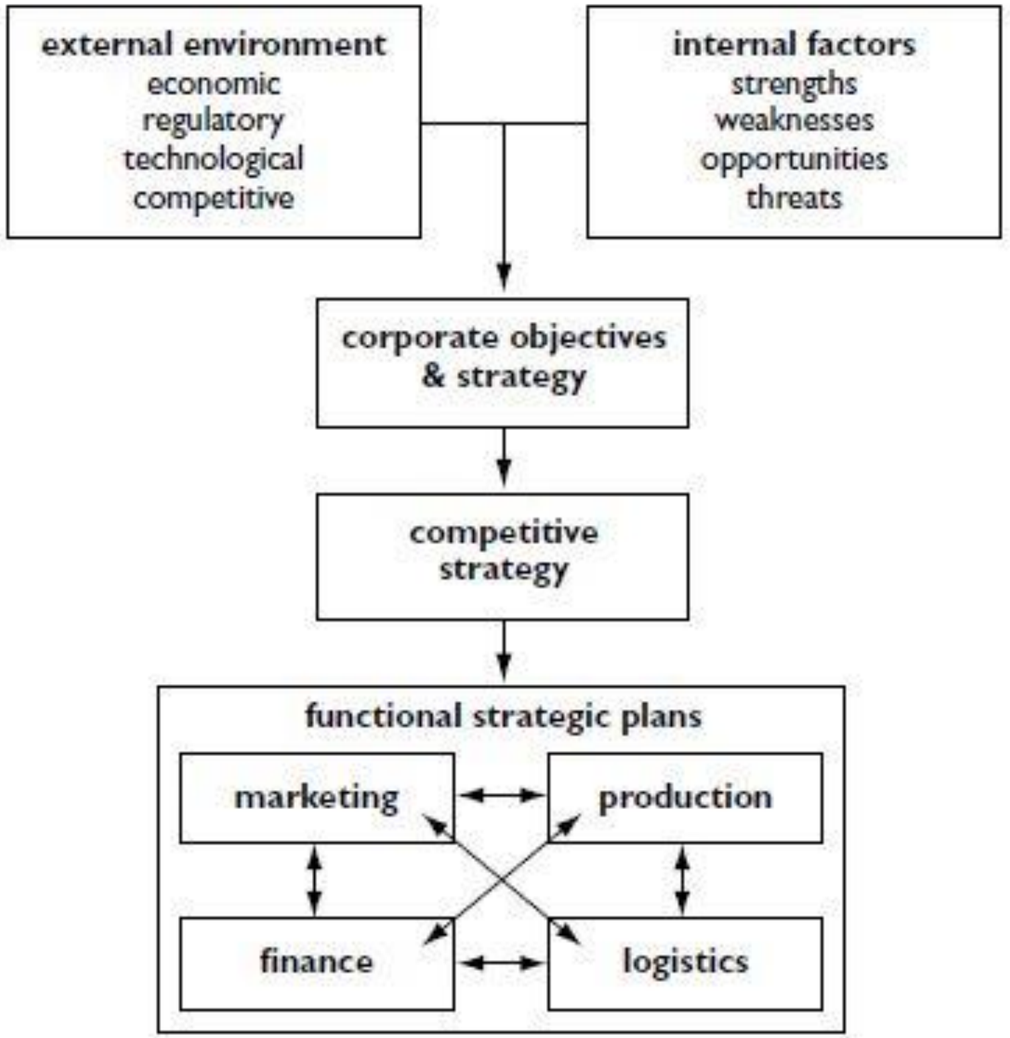


Figure 6.2 Corporate strategic planning overview

Political Taxation policy Foreign trade policy Trade restrictions and tariffs Government stability Political stability	**Technological** Government spending on research Government/industry focus on technology New discoveries/development Speed of technology transfer Rates of obsolescence
Economic Business cycles Interest rates Money supply Inflation Unemployment Disposable income Energy availability and cost	**Environmental** Environmental protection laws Weather, climate, and climate change Carbon footprint targets Business ethics Sustainability
Socio-cultural Population demographics Income distribution Social mobility Lifestyle changes Attitude to work and leisure Consumerism Levels of education	**Legal** Employment law Consumer rights and laws Health and safety law Monopolies legislation Discrimination law and equal opportunities Advertising standards Product labelling and product safety

re 6.3 PESTEL analysis: external influences

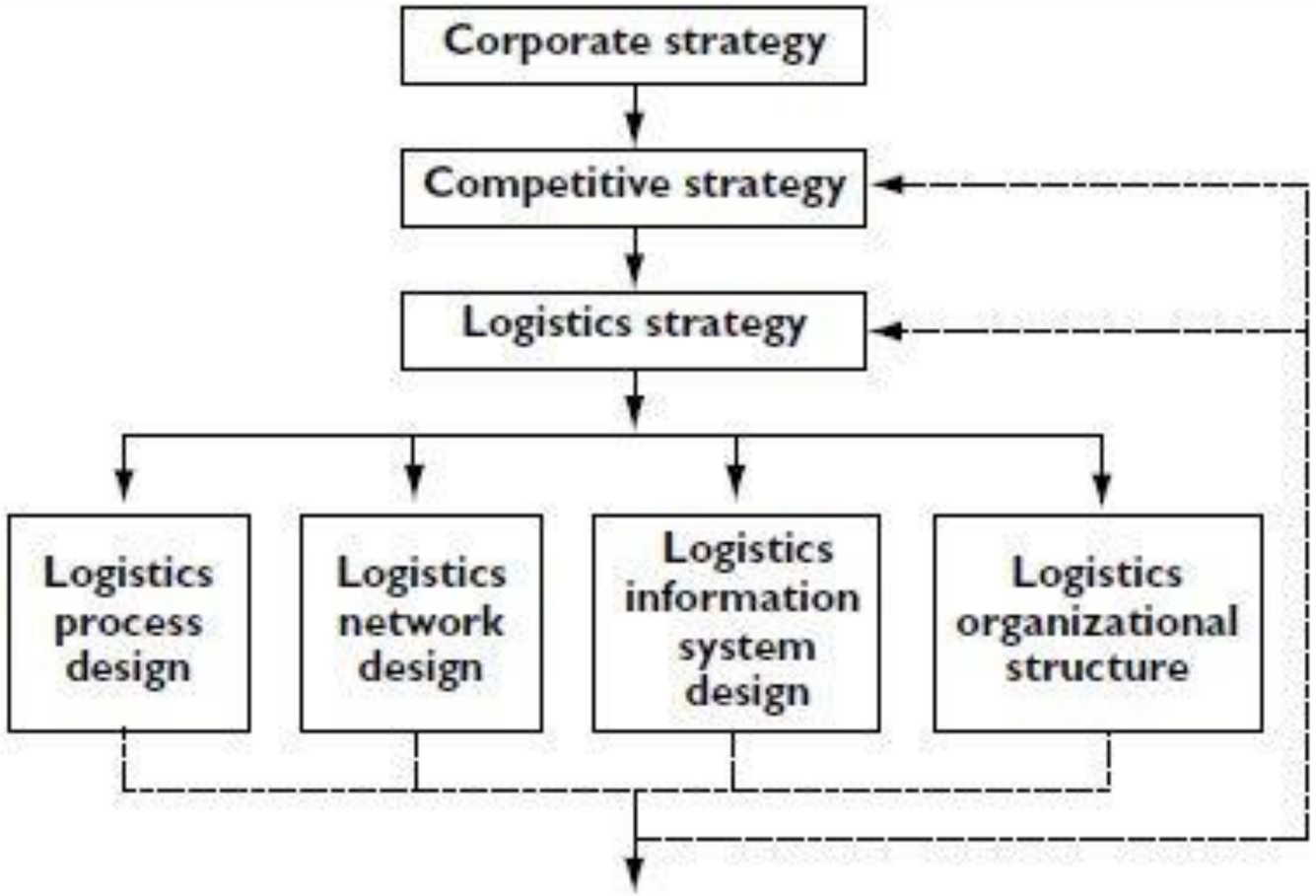


Figure 6.4 A framework for logistics network design

Product characteristics

- One of the major factors to be considered when planning for logistics is, perhaps not surprisingly, the product itself. The product is, in fact, perceived to be an amalgam of its physical nature, its price, its package and the way in which it is supplied. For the logistics planner, the physical characteristics of the product and package are seen to be of great significance. This is because, in distribution and logistics, we are directly concerned with physical flow – movement and storage.

Volume to weight ratio

- Volume and weight characteristics are commonly associated, and their influence on logistics costs can be significant. A low ratio of volume to weight in a product (such as sheet steel, books, etc) generally means an efficient utilization of the main components of distribution.

Substitutability

- The degree to which a product can be substituted by another will also affect the choice of distribution system. When customers readily substitute a product with a different brand or type of goods, then it is important that the distribution system is designed to avoid stockouts or to react to replenish stocks in a timely fashion.

High-risk products

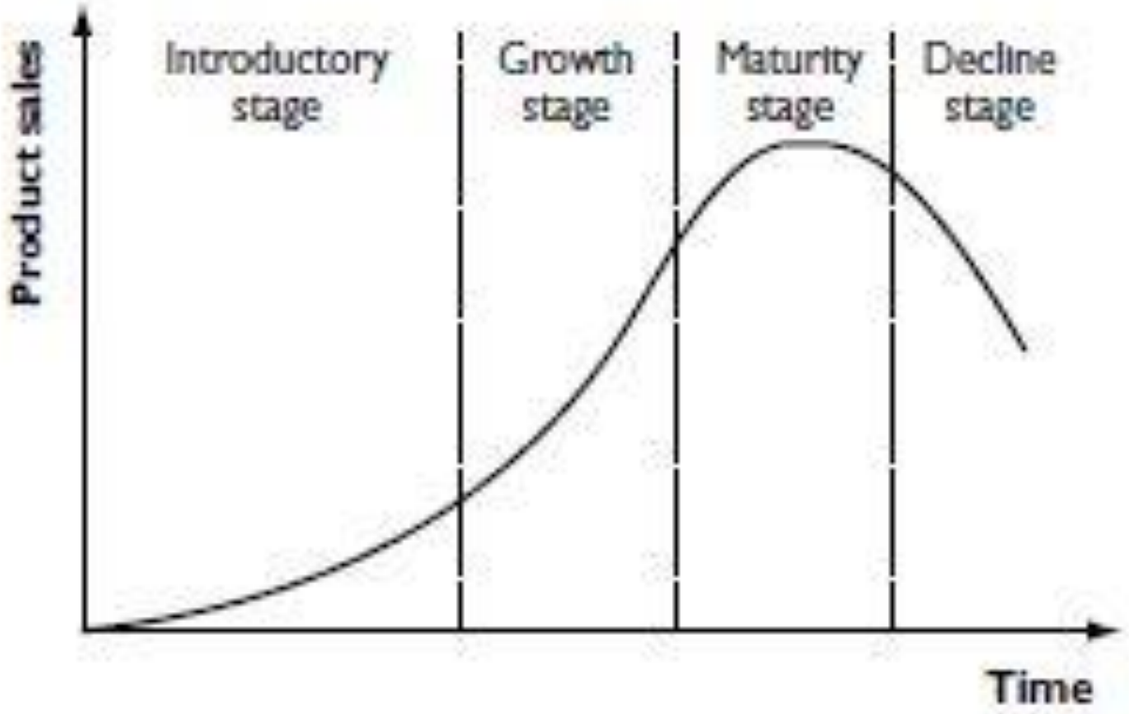
- The characteristics of some products present a degree of risk associated with their distribution. Typical examples include: perishability, fragility, hazard/danger, contamination potential and extreme value.

As with any form of specialization, there will be a cost incurred. Examples of this effect are as follows:

- Hazardous goods may require special packaging, a limited unit load size, special labelling and isolation from other products. Regulations for the movement of hazardous goods differ between the different modes of transport.
- Fragile products require special packaging to take account of handling and transport shocks. Specialist distribution service providers now exist for some types of fragile goods.
- Perishable goods in many instances require special conditions and equipment for their distribution (eg refrigerated storage and transport facilities for frozen and chilled food).

The product life cycle

- One marketing concept that concerns the product and is also very relevant to distribution and logistics is that of the product life cycle (PLC). The principle behind the product life cycle is that of the staged development of a product.



Standard product life cycle curve showing growth, maturity and decline

- Introductory stage: here, there is usually a requirement for an operation that can provide a high response to demand with a logistics structure that gives stock availability and quick replenishment, and can react to sudden demand increases. Initial retail stockholdings are likely to be low, to avoid the overstocking of products that might not fulfil their expected demand. Thus, there is a need for speedy information and physical logistics systems, probably from a centralized stockholding base and using a fast mode of transport.

- Growth stage: here, sales are more predictable. The requirements for distribution are now for a better-balanced, more cost-effective system. The trade-off between service and cost can be realized.
- Maturity stage: this is where the introduction of competitive products and substitutes are likely to increase price and service competition. Thus, an effective logistics operation becomes vital in order to maintain market share, especially for key customers.
- Decline stage: here, the product is becoming obsolete. The logistics system needs tosupport the existing business but at minimum risk and cost.

Packaging

- The packaging of a product is broadly determined for product promotion and product protection, the latter being the function that is particularly pertinent to logistics. There are also some other factors that need to be considered when designing packaging for logistics purposes. In addition to product protection, packages should be easy to handle, convenient to store, readily identifiable, secure and of a shape that makes best use of space – usually cubic rather than cylindrical.

REFLEKSI

Informasi penting hari ini

Manfaat penting dari informasi penting hari ini

Tindak lanjut yang dapat saudara lakukan

Thank you!

Any questions?