



W6: The Logistics Function

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Week 6 Discussion: The Logistics Function

CO7: Evaluate logistics as a supply chain component, including how to measure performance, and key strategies to improve effectiveness.

Discussion Prompt:

Chose one of the following subjects to address in this week's discussion:

- Find an example of a product you have recently purchased. Identify the logistics tasks that would have to take place for the product to be available for you to purchase it.
- Explain logistics tasks involved in one service supply chain such as a hospital, restaurant, dental office, insurance office, or the like.
- Consider an event you have attended recently such as a college or professional game, a concert, or a charity event. Map out the logistics tasks needed and their sequence in organizing that particular event.
- Consider an item you have recently returned. Identify the steps the company must take to return the product back up the supply chain from where it came. What costs do you think would be involved in this process. Do you see a way the company can design this reverse logistics process in order to add value and make a profit?

- Describe some of the potential freight applications of these modes of transportation: truck, freight train, Airline, ocean shipping, river barge transportation. Give examples where each logistics method would be the best choice.

Discussion Guidelines

Rubrics

 SCMG Undergrad Discussion Rubric (Feb 2021)

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W6 Ramirez

Jorge Ramirez posted Mar 12, 2023 3:48 PM [★ Subscribe](#)

Before I came to Europe on my mandatory Army vacation, I purchased a tablet because I needed a device to read my books and possibly do homework and watch the mandatory Netflix shows. Well, as it turns out “tap” typing assignments on a tablet is not so easy, so I decided to but a Bluetooth keyboard for the thing. I purchased the keyboard on Amazon and received it the next day! Boom! I opened the box and took the item out and paired to my device, it took me all but five minutes to realized that I did not like it. So, I went on the Amazon app, and I requested a return. I don’t know how Amazon does it, but they just tell you to drop it off at any UPS location, no repackaging needed, just drop it off.

The steps the company must take to return the product back to the supply chain in my opinion is only two.

1. If the product is undamaged, the way the company can accomplish the reverse logistics and add value to the product to make a profit, is to simply bring it back to the Amazon warehouse and sell the item as “open box” and apply a good discount to it. Just because I did not like it, it does not mean it cannot add value to a different person, after all the product does have a 4.5 star rating on amazon, so give the opportunity to other customers to buy it at a discount price. The cost associated with sending it back to the Amazon warehouse is simply the price of return delivery by UPS, maybe repackaging the product in a generic box and cost associated with storing it at the fulfillment center until the item is re-sold.
2. If the product arrives damaged, things change a little bit. Costs incurred in sending the item back to the manufacturer will significantly increase. For example the keyboard I bought was made in China, so if this company does not have a U.S. based renewal/refurbishing center, the item has to either travel back to China for repairs or it has to be counted as a total loss. The keyboard was \$25 dollars, if the cost of shipping it back to the manufacturing plant and refurbishing it is close to \$25 the company may just as well consider it a sunk loss. If, however, there is a U.S. based refurbishing center available, simply sending the item there for repairs and sell it at a discounted price as “refurbished” is probably the best way the company can still make some profit on the item

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Discussion prompt 1

Damian Hoffman posted Mar 2, 2023 2:44 AM

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This year I purchased a new laptop online. The logistics steps that take place for me to receive the product are below.

1. **Procurement:** The laptop manufacturer has to buy the raw materials required to make the laptop. Materials such as metals, plastics, electronic components, etc.
2. **Manufacturing:** After the raw materials are received, the laptop is manufactured in a factory. This involves assembling all the components and installing the operating system.
3. **Packaging:** Once the laptop is made, it is packaged in a box along with any accessories. The manufactures box and accessories may have been manufactured by a third party or in house. If it was made in house, they would also need to get the raw materials from a supplier to create the packaging and accessories. If it was made by a third party, the third party would have to source their own raw materials to create the packaging and then send the finished products to the laptop manufacturer.
4. **Warehousing:** The packaged laptops must be transported to a warehouse, where they will be stored until they are ready to be shipped to customers, distribution centers, or retailers. The warehouse has to be temperature controlled to make sure that the laptops are not damaged from extreme cold or heat.
5. **Order Processing:** When a customer places an order, it is processed by the manufacturer or a 3rd or 4th party logistics provider. Order processing includes things such as verifying customer information, preparing the laptop for shipping, and generating the shipping labels.
6. **Shipping:** The laptop will then be transported from the warehouse to my location using a shipping company. It is the shipping companies responsibility to make sure I get the laptop on time and in good condition.
7. **Delivery:** Once the laptop reaches my city, it then has to be delivered to my house. The last mile delivery may be carried out by the shipping company or a 3rd party delivery provider.
8. **Customer Service:** After I get the laptop, the manufacturer or retailer has to provide customer service and technical support in case I have any issues with the it.

9. Reverse Logistics: In the event I wish to return the laptop, the company must have a reverse logistics process in place to ensure a smooth return.

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