iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 14 **Issue:** III **Month of publication:** March 2026

DOI: https://doi.org/10.22214/ijraset.2026.78157

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue III Mar 2026- Available at www.ijraset.com

An Investigation on Logistics Management Towards Malar Brand Rice at with Reference to Sivasakthi Modern Rice Mill, Kangayam

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Abstract: ***This study focuses on the logistics management practices involved in the distribution of Malar Brand Rice with special reference to Sivasakthi Modern Rice Mill. Logistics management plays a vital role in ensuring the efficient movement, storage and delivery of rice from the production unit to the final market. Effective logistics helps in reducing cost, improving delivery efficiency and maintaining product quality. The main objective of the study is to analyze the logistics operations such as transportation, warehousing, inventory management and distribution followed by the rice mill. The research also examines the challenges faced in logistics activities and the measures taken by the organization to ensure smooth supply chain operations. The study is based on both primary and secondary data. Primary data were collected through interaction with employees and management of the rice mill, while secondary data were gathered from company records and related sources. The findings of the study help in understanding the effectiveness of logistics management in improving operational efficiency and customer satisfaction. The study concludes that efficient logistics management is essential for maintaining timely distribution, minimizing operational costs, and strengthening the market position of the rice brand.***
Keywords: Logistics Management, Supply Chain, Rice Industry, Distribution, Inventory Management.

I. INTRODUCTION

Logistics management plays an important role in the efficient movement of goods from the place of production to the final consumers. In the rice industry, proper logistics management ensures timely transportation, safe storage, and effective distribution of rice to different markets. Efficient logistics helps organizations reduce operational costs, avoid delays, and maintain the quality of the product. This study focuses on the logistics management practices of Malar Brand Rice with reference to Sivasakthi Modern Rice Mill. The rice mill plays a significant role in processing, packaging and distributing rice to various dealers and consumers. Managing transportation, warehousing and inventory is essential to ensure smooth supply chain operations. The purpose of this study is to analyze how logistics activities are carried out in the organization and to understand the efficiency of their distribution system. It also helps in identifying the challenges faced in logistics management and suggests ways to improve the overall logistics performance of the rice mill.

II. OBJECTIVES

1) The fundamental target is to discover the viability of strategic administration and furthermore to discover how the representatives do their function in MALAR RICE BRAND
2) To understand the logistics administration structure at MALAR BRAND RICE.
3) To understand the usefulness of logistics management framework
4) To obtain knowledge in the logistics business
5) To get insight into Malar Brand Rice's overall management and organisation.

III. RESEARCH METHODOLOGY

This study adopts a descriptive research design to analyze the logistics management practices of Malar Brand Rice with reference to Sivasakthi Modern Rice Mill. Both primary and secondary data were used for the study. Primary data were collected through direct interaction and questionnaires with employees and management of the rice mill.

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Secondary data were gathered from company records, reports and related sources. The collected data were analyzed using simple percentage method to understand the efficiency of logistics operations.

IV. REVIEW

ISSUES IN INVENTORY NETWORK COSTING:
Author(s) :SAHAY , RAMNEESH MOHAN.

Combining the production network provides several opportunities to increase customer benefit and save unnecessary costs. One method for handling the task of evaluating exercise costs across the whole channel is supply chain costing. Being in possession of the capacity to raise customer satisfaction while concentrating on cost-cutting opportunities creates new avenues for production network management.

V. ANALYSIS

CHI SQUARE TEST: -

The chi-square test, also known as the chi-square test for freedom or the chi-square decency of fit test, is generally used to allude to Pearson's chi-square. When we have two all-out factors and need to determine whether there is a critical relationship between the two factors, we use this test.

1) Universe – MALAR BRAND RICE
2) Sample frame - 150
3) Sample size - 100
4) Sampling method: Random sampling method

HYPOTHESIS: -

Theories are conjectures that are supposed to be supported or refuted by the results of the investigation. Two types of speculation are included in an investigation examine: elective speculation and flawed theory. The theory under investigation is designated as invalid conjecture and is given the letter H. The alternative to flawed theory is the elective speculation. Prior to accumulating facts, both the elective theory and the invalid hypothesis should be selected. Factual devices like the Z test, F test, and others are being used to test these beliefs. The understudy must select the test in a valid manner. The difference between two reactions calculated using the same measurable unit is investigated by invalid theory.

H0: Observed reliance of a 3PL on a customer is negatively related to the patron's connecting behavior.
H1: Client reliance on a 3PL is positively related to the patron's connecting behaviour.

Particulars	No. of Respondents	Percentage
Yes	64	64
No	36	36
Total	100	100

SL No.	O_i	E_i	O_i-E_i	$(O_i-Ei)^2$	$(Oi-E_i)^2/E_i$
1	64	50	14	196	3.92
2	36	50	-14	196	3.92
Total	70				7.84

Calculated value = 7.84

Degree of freedom @ 5% level of significance
= n-1
= 2-1
= 1
Tabulated value is 3.84
We can accept the internal hypothesis i.e. „H1"

VI. CONCLUSION

Chi square estimation computed is 8.22. The chi-square table estimation is 3.84, and the opportunity level is 5%. This is significant because the determined value is higher than the chi-square table estimation. Thus, H0 is rejected with the intention that the supporter's interacting behaviour is unmistakably linked to the observed reliance of a 3PL on a client.

VII. FINDINGS

1) In terms of quality and facility excellence, MALAR BRAND RICE ranks well.
2) The management and staff get along well, and they always try to keep it that way.
3) MALAR BRAND RICE deals with excellence and use standardised products so that it increases the company's profile and reputation.
4) The 3PL logistics provider's operations and activities ought to be prioritised and put in competition with them.
5) The organization's operations are heavily focused on cutting-edge technologies.
6) The management consistently appoints competent and effective individuals.
7) The organisation upholds a state of cleanliness within its premises.

Currently, the service idea has a respectable impact on more businesses.

VIII. SUGGESTIONS

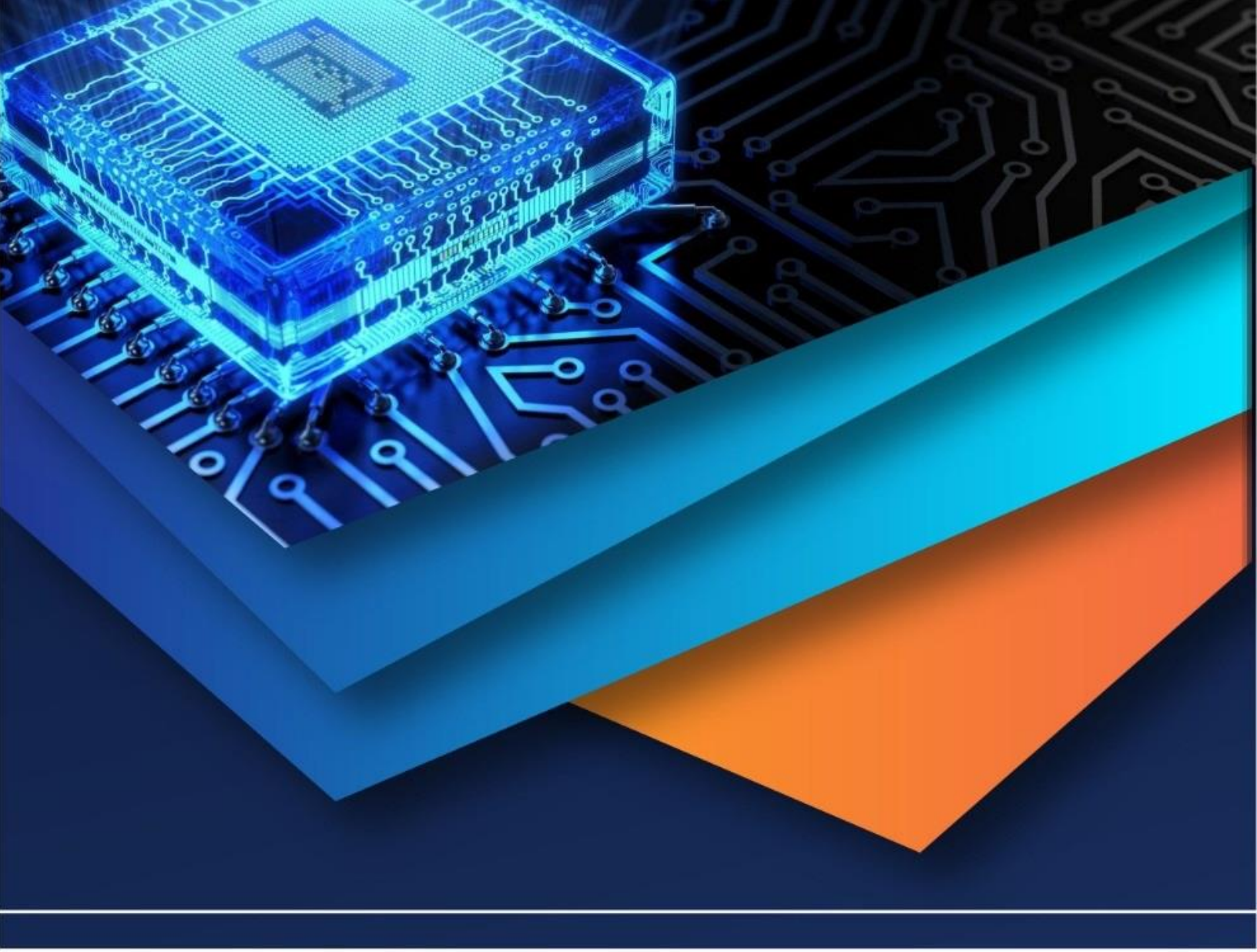
1) There should be more employee participation in the decision-making process. The organisation can start using human resources to increase employee motivation.
2) Additionally, the firm has the ability to strengthen the representative quality in the documentation section.
3) This may lead to increased activity rates.

IX. CONCLUSION

Every day, the world observes unfathomable growth in the majority of businesses. One sector that is expanding swiftly is the logistics and freight industry. The logistics coordination sector as a whole is known for its rapid technological advancements and is growing more quickly than most other industries over the past few years. A culture of sour competition will likely reduce productivity within the company, but with proper task management, client-focused services, and effective use of union resources, it can maintain and improve performance. cooperative operational efforts to strengthen the modified administrations for its long-term growth. The organisation has a great opportunity to grow beyond the soul, wants, and other things that can be generated

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