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Assessing Transportation Performance and Supply Chain Effectiveness at Fast Forward Logistics Pvt. Ltd

Mr. Naveen Kumar S[1], Mr. L R Siva Raman[2]
[1]*II M.Com IB, PG & Research Department of International Business, Sri Ramakrishna College of Arts & Science, Coimbatore*
[2]*M.Com IB, Assistant Professor, PG & Research Department of International Business, Sri Ramakrishna College of Arts & Science, Coimbatore*

Abstract: ***Transportation and supply chain management are the backbone of the logistics industry, directly influencing operational efficiency and customer satisfaction. In today's competitive business environment, logistics firms must ensure timely delivery, cost efficiency, reliability, and effective coordination across supply chain activities. The research adopts a descriptive research design and collects primary data from 72 respondents using structured questionnaires. Simple percentage analysis was used to interpret the data. The findings reveal that while the company performs well in delivery accuracy, communication, and condition of goods upon arrival, certain areas such as routing efficiency, departmental coordination, and technology optimization require improvement. The study suggests adopting advanced routing systems, strengthening communication channels, upgrading technology periodically, and implementing structured feedback systems to enhance overall logistics performance. The research concludes that effective transportation management and integrated supply chain coordination are essential for achieving operational excellence and sustaining competitive advantage in the logistics industry.***
Keywords: Transportation Performance, Supply Chain Effectiveness, Logistics Management, Customer Satisfaction, Route Optimization, Technology Adoption, Delivery Accuracy, Supply Chain Coordination.

I. INTRODUCTION

In the modern globalized economy, transportation and supply chain management play a vital role in ensuring the smooth flow of goods from manufacturers to end customers. The rapid growth of e-commerce, industrial expansion, and increasing customer expectations have intensified the need for efficient logistics systems. Transportation acts as a crucial link connecting suppliers, warehouses, and customers within the supply chain network. Supply chain effectiveness refers to the ability of an organization to manage the flow of materials, information, and finances efficiently across various stages. When transportation performance is strong, it reduces delays, lowers operational costs, and enhances service reliability. However, inefficiencies such as vehicle breakdowns, poor road infrastructure, and lack of coordination can negatively affect overall supply chain operations. Fast Forward Logistics Pvt. Ltd., operating in a competitive logistics environment, provides transportation and supply chain solutions to customers. Evaluating its transportation performance and supply chain effectiveness is essential to understand operational strengths and areas needing improvement.

A. Objectives

- To analyze the impact of transportation performance on overall supply chain efficiency of Fast Forward Logistics.
- To assess the challenges in the current transportation systems in Fast Forward Logistics.
- To identify customer satisfaction levels related to transportation reliability and delivery performance in Fast Forward Logistics.
- To measure the effectiveness of technology adoption in transportation at Fast Forward Logistics.

B. Limitations

- The study is limited to data available from selected branches.
- Time constraints restrict detailed observation of seasonal variations in transport demand.
- Confidential company information may not be disclosed.
- Data accuracy depends on the reliability of records and employee responses.

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C. Research Methodology

The study follows a descriptive research design, as it aims to describe the characteristics of transportation performance and supply chain effectiveness at Fast Forward Logistics. The collected data for the study were analysed using Simple Percentage analysis. This tool helped in analysing respondents opinions regarding transportation performance and supply chain effectiveness.

D. Review of Literature

- Jha S & Kumar A (2023) A recent study focusing on post pandemic logistics challenges in India. Post -COVID logistics transformation is driven by digital innovation in transportation systems.
- Kumar S & Rajesh R (2021) This empirical study on Indian Logistics service providers examines the correlation between supply chain integration and performance outcomes. Cross- functional coordination strengthens transportation performance and service reliability.

II. SUPPLY CHAIN EFFECTIVENESS

Supply chain effectiveness ensures coordination between suppliers, transporters, warehouses, and customers. It includes:

1) Coordination and Communication: Effective communication between departments and partners enhances timely deliveries.
2) Technology Adoption: Use of GPS tracking, route optimization software, ERP, and CRM systems improves operational transparency and efficiency.
3) Customer Satisfaction: Customer satisfaction depends on accurate delivery, timely updates, and quick problem resolution.
4) Cost Control and Responsiveness: Efficient cost management and quick response to market changes strengthen competitive advantage.

III. DATA ANALYSIS

A. Demographic Profile

1) Majority (45.8%) of the respondent's designation is Sales Executive
2) Majority (33.3%) of the respondents falls under the age category of 26 – 30 years
3) Majority (72.2%) of the respondents are Male.

Table 1: Showing the Upgrade of transportation technologies

Technology Upgrade	Percentage
Quarterly	29.2%
Annually	48.6%
Rarely	22.2%
Never	0%

- Interpretation: Overall, the data implies that while most companies maintain a consistent schedule for assessing or improving transportation technologies, there remains room for more frequent reviews to ensure systems stay current effective in supporting operational efficiency.

Table 2 : Showing the Poor road infrastructure causes delay

Poor road infrastructure	Percentage
Strongly Agree	19.4%
Agree	22.2%
Neutral	45.8%
Disagree	5.6%
Strongly Disagree	6.9%

- Interpretation: Overall, the data suggest that while many respondents recognize road infrastructure as a factor affecting delivery efficiency, a significant portion remains uncertain, highlighting the need for further assessment of its actual impact on delivery operations.

IV. FINDINGS

1) Based on the data analysis, the major findings are:
2) Majority of respondents are Sales Executives with 1–3 years of experience.
3) Most respondents are satisfied with delivery timelines and reliability of transportation services.
4) Delivery accuracy rate and condition of goods upon arrival are rated positively.
5) Communication about shipment status is highly satisfactory.
6) Respondents remain neutral regarding routing efficiency and coordination between departments.
7) GPS tracking and route optimization systems require further improvement.
8) Technology upgrades are conducted annually, but enhancement frequency can be improved.
9) Customer complaints occur occasionally but are manageable.
10) Overall, the company demonstrates satisfactory performance with scope for technological and coordination improvements.

V. SUGGESTIONS:

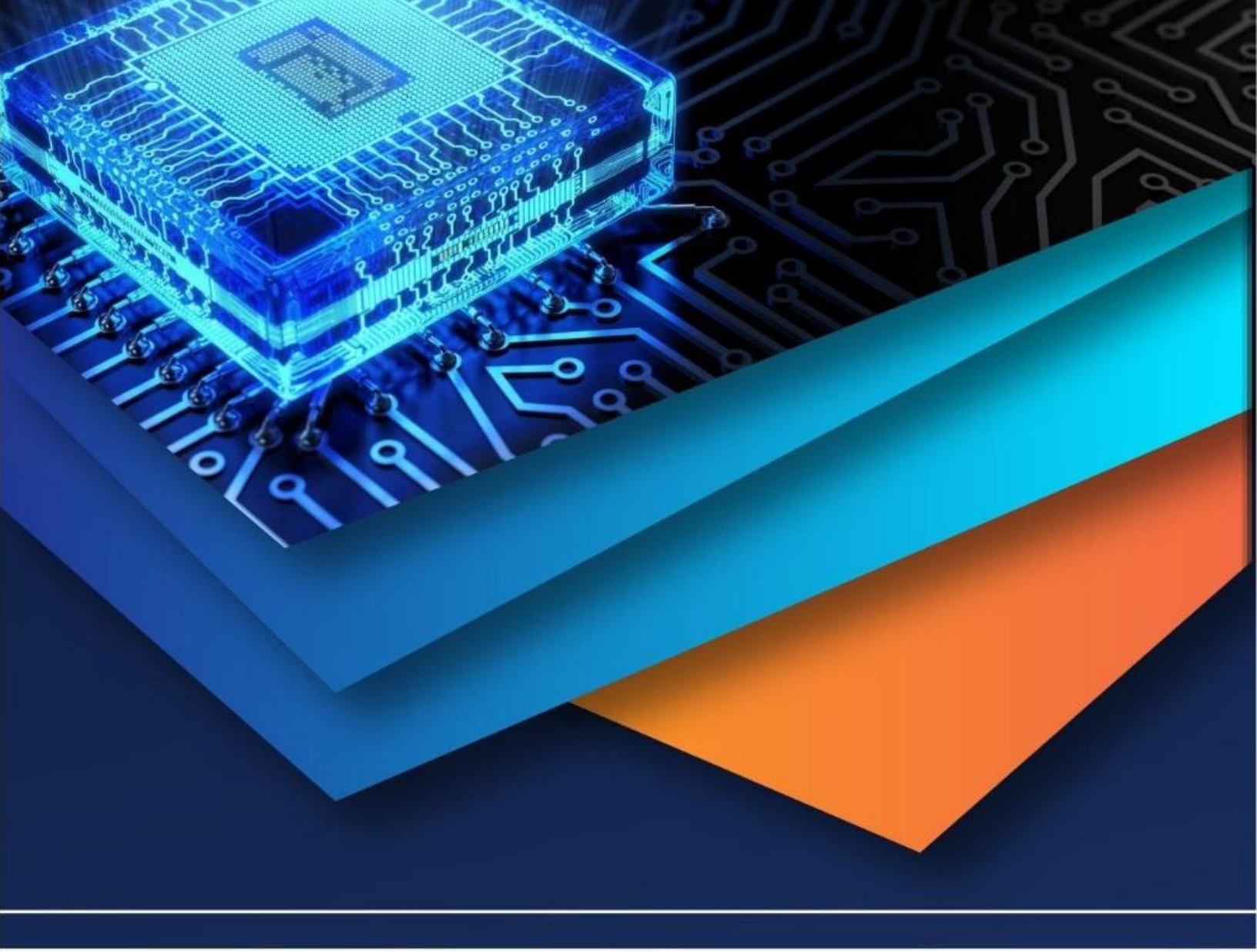
1) Based on the findings, the following recommendations are proposed:
2) Improve transportation scheduling to reduce delays.
3) Conduct regular preventive vehicle maintenance.
4) Implement advanced route optimization software.
5) Strengthen inter-departmental coordination.
6) Enhance real-time tracking systems using advanced GPS tools.
7) Upgrade transportation technology more frequent.

VI. CONCLUSION

The study concludes that transportation performance and supply chain effectiveness are fundamental to the success of logistics organizations. Fast Forward Logistics Pvt. Ltd. demonstrates strong performance in delivery accuracy, customer communication, and handling of goods. However, improvements in routing systems, coordination, and advanced technology implementation can significantly enhance operational efficiency. By adopting modern logistics technologies and strengthening supply chain integration, the company can achieve higher customer satisfaction and sustainable competitive advantage.

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