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The Role of Transportation in Logistic

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Abstract: One of the main objectives of transportation is to move the product from one place to another with effective. Logistic is the process to increase the load, speed of delivery, quality of service, and cost of operation and to save the energy. As it takes the serious part in treatment of logistic. Transportation takes an important part in the procedure of logistic. As analyzing the actual condition they need a clear outline for logistic and proper tools for the movement of goods. The main objective of this paper is to analyze the role of transportation for the improvement of future logistic. As this research has been undertaken for the betterment of logistic. View of logistic its application in various sectors and the relationship of logistics and transportation.

I. INTRODUCTION

Logistic has been higher from 1950's due to the expansion of nationalization and globalization. In modern times the process has been growing in various area. The main source in logistic is the transportation which join hands in the activity of movement. As they helps in optimizing the existing production and distribution process. Transportation occupies one-third amount in the logistics cost. They influence the performance in the logistic system. The main procedure for the transportation is to provide the whole process of production from the manufacturing of product to the final end user.

A. This paper studies about
1) Interrelationship of transportation and logistic
2) Mode of transport
3) Benefits of transportation in logistic
4) Logistic network for transportation
5) Transportation in service quality

II. REVIEW OF LITERATURE

A. Murphy et al and Daley et al (1992) explained in their auricle that the freight forward are referred as international trade offering services for the movement of international shipment. They also studied the factor of freight forward selection and conclude that forward's expertise and reliability.

B. Swenson (2002) in his article states that logistic are usually concerned with satisfying the supply of the customer needs and wants in logistic. Marketing and logistic may be seen a chain of inter dependent activities and complement each other.

C. Wood et al,(2002) the researcher has highlighted that intermediaries have an important role to play in the shipping industry. They provide a various services to shipping line and shippers to have a important link between them.

D. Sanoj R. mohanan (2003) in this study the researcher suggests that right decision in logistics and transportation which helped express cargo to improve their efficiency.

E. Shankar (2003) from this study and researcher concludes that the most of the respondent i.e. the exporters in thirupur city have perceived that the service of C&F agent are indispensable as far as export trade is concerned.

F. Kee-Hung and Cheng (2003) describes the supply chain performance (SCP) in transport logistic by service providers in the transport logistic. The business serves the physical flows of goods from a point of origin to the point of destination. He have conducted a cross sectional survey with firms to evaluate their SCP.

G. Larson and halldorsson (2004) describes the relationship between logistic and supply chain management. Based on experts opinion cluster analysis conducted for the perspective on logistic versus SCM.

III. RESEARCH METHODOLOGY

As this is the conceptual research, the data are analyzed with help of secondary data with the collected information in research paper, magazine, newspaper etc.

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A. Interrelationship Between Logistic And Transportation

Logistic has a well developed transportation process but it could not bring its advantage to a full pay. In order to have a good transportation system in logistic the organization must provide an good efficiency, should reduce the operation cost and provide good service quality. To provide an good transportation they need a support from both private and public sector. The essential and main function of logistic which utilizes the right time and right place for the movement of goods. Transportation separate the firm from the customer for the transfer of goods. In history government have exercised that the economics have the full authority through direct company or through legal regulation of business.

B. Mode Of Transport Road

One of the traditional way of transportation is the road which is used to transfer the goods from one place to another. Road transport relatively takes more period of time to deliver. As it is most often used in Logistic which is inexpensive, non perishable for shorter distance. They deliver from boundary to boundary. road transport cost is lower than other mode. In road there are different types of transfer of goods like through truck, carrier and lorry which are used.

C. Railway

Rail transport is the process of using rail for the delivery of cargo. The fright train are used by diesel, steam and electricity. In Logistic they use bulk container for the petrol diesel which lack the flexibility of road transport, as this becomes a little popular in their transshipment. Rail transport is little expensive if the goods is large and heavy.

D. WATER

Water transport is the form of using ship for the large commercial vessels. For non perishable and large quality in nature goods are effective in water transport. As it carries a ton of cargo every year in Logistic They use steam engine for the shipment which is referred as a bunker fuel. They conclude that water transport is less expensive than other logistic method as this is widely used. As they make delivery through ocean to ocean.

E. AIR

Air transport is more expensive means of transport than all transport. As they are used to carry cargo within passenger or via aircraft designed for freight alone. Logistic use aircraft for products like fruits and vegetable, as it is undeniably most time efficient. They use airport to airport for the delivery.

IV. BENEFITS OF TRANSPORTATION IN LOGISTIC

The transport management system (TMS) have an important responsibility in logistic. In transportation the management do billing, invoice of shipment, tracking of ship, they do monitor the ship and warn the ship in order of delay with the delivery. TMS also have a great tool for the business to invest and to measure the business in supply chain. In organization they have special tool to track the ship and help the customer to provide a good service. They also come along with an true transport cost. The main job for the transport manager is to determine the cost and to lower the transportation charge. Company uses traditional steps to separate the transportation from production, warehouse and retail sale. Manufacturing, goods and warehouse service are undergoing transport.

A. Manufacturing requires assembly of material.
B. Warehouse of plants and marketing requires separate transport.
C. Goods involve the complete chain of logistic with delivery of goods.

Planning of transportation of all the function in a system is to improve the goods movement and reduce the cost and maximize the service to the customer which helps the business logistic. Transportation helps the business people to move the goods and provide efficiency for the regional goods and promote value for the range of goods.

V. LOGISTIC NETWORK AND TRANSPORTATION

Logistic network the world's most extensive multimodal network helps organization to share the information quickly with the parties in the ecosystem. As it is the process of connecting and collaborating with customer, consignees, supply chain management partners and government is paramount for efficient and effective operations. Logistic network modeling tools attempt to include many details in a integrated manner. Some of the integrated logistic networks are:

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A. The amount of warehouse, size of the goods, location. The level of customer demand. Allocation of supply to single points. The stock maintained in warehouse.
B. Mode of transportation service to use.
C. Customer service provided to the customer
D. Determine the constant logistic network pattern for the large no of vendors and customer.
E. Location for the warehouse and plant needs large no of transportation.

VI. TRANSPORTATION IN SERVICE QUALITY

As transportation plays an important function which is more difficult for the owner to carry the goods. The difficult part is to take effect through high management. As having a good transport system which is well handled the goods to the right place at the right time to satisfy the customer demand. This brings the strong mutual relationship between producer and consumer. As in conclusion transport becomes the complete business economy in logistic that expands other logistic function with the addition of good transport that perform good activity in business and brings profit and also provide good service quality to the competitor.

A. Commerce

As e commerce is trending now, this is the future business. It is one of the modern techniques which bring many benefits for both customer and the firm.

1) It expands the market share and expands local area to global area.
2) They use electronic style than traditional style.
3) The average road trip has been reduced and uses higher carrier.
4) E commerce has an impact on transport due to increasing trip.
5) It will reduce the number of warehouse and inventory stock.
6) E commerce will focus more on value added service to increase revenue

B. Discussion

Transportation cost, which represents approximately 50 to 60 % of total logistic cost and 15 to 20% of the product selling for many companies. India is one of the country which attempts to develop the transport policies. As this decision will affect the logistic cost and functional cost in the organization.

Logistic and e commerce is the future aim which gets more beneficial position and balance the relationship between the dependent industry like Google, snap deal etc. Transport management encompasses the day to day function. Having knowledge about transport pricing, service, and regulation for both domestic and international to operate the logistic system effectively.

The promotion and addition of business should involve in logistic. The addition of various sector brings good result through advertising the system flow and business operation. Customer and business should make the process more efficient and easy through e commerce. As the cost of transport becomes the one third of logistic cost with the help of e commerce.

V. CONCLUSION

As this paper covers all the important aspect of logistics and transportation and broadly discuss about the logistic system through wide review. As the review from the logistic in large view gives us a lot of advantage from different cases in order to overcome from the current disadvantage. As this paper gives us an clear idea on transport in logistic activity.

A. Transportation plays a important role in the logistic section
B. The rates are based on services on which the customer are willing to pay
C. Logistic has more important position in public
D. International document consists of financial customs and transportation document.
E. The development of logistic is still improving and in following decades logistic concept will be applied in various field

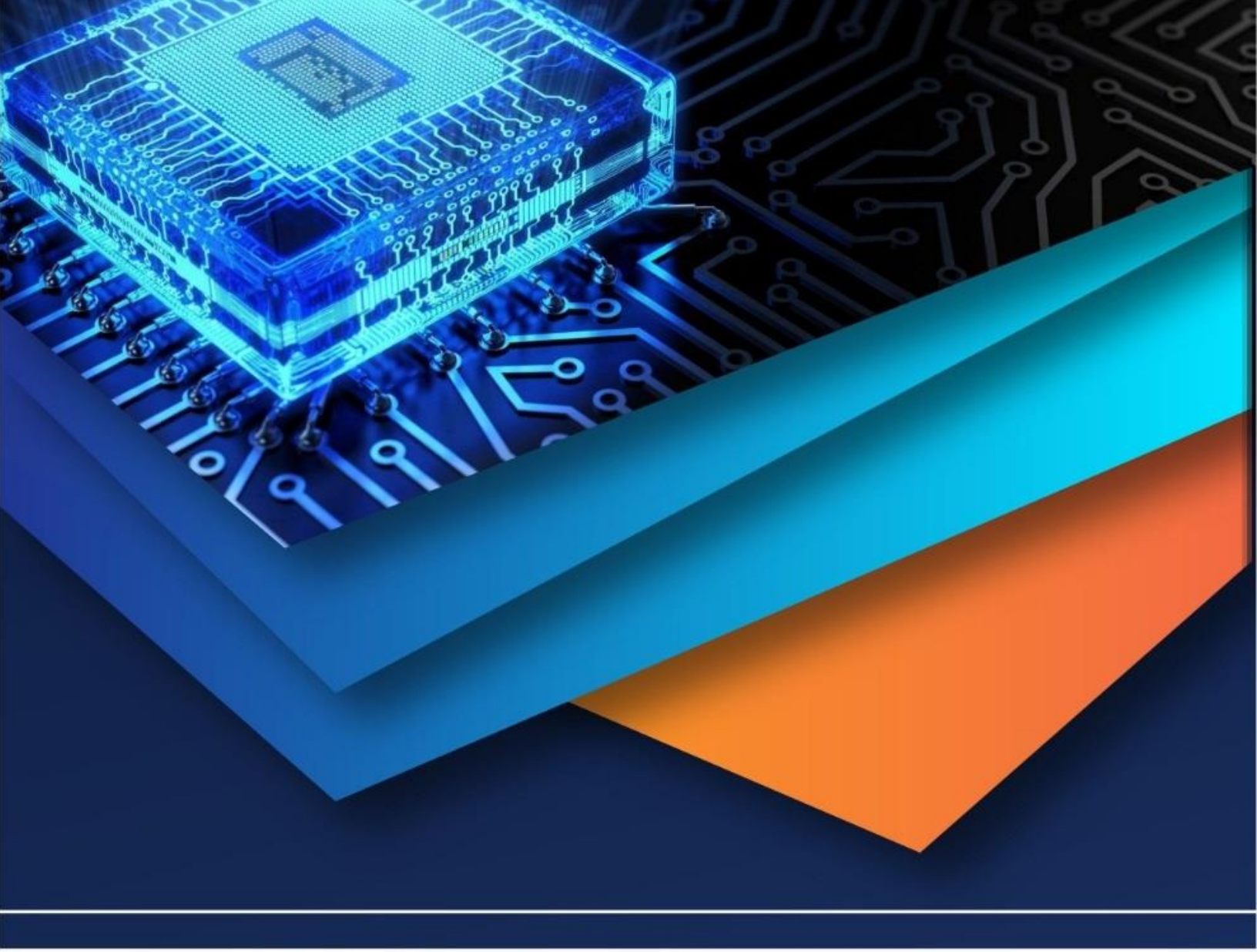
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