



A Study on Impact of Logistics Performance & Organisational Development in Sailink Logistics Private Limited at Chennai

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Date of Submission: 28-03-2026

Date of Acceptance: 08-04-2026

ABSTRACT

This study examines the impact of logistics performance on organizational development at Sailink Logistics Private Limited, Chennai. It focuses on key logistics factors such as efficiency, responsiveness, cost management, and service quality in influencing overall organizational growth. The study analyzes how effective logistics practices contribute to improved operational performance and customer satisfaction. Data collected from employees highlights the importance of continuous improvement and strategic logistics management. The findings reveal a positive relationship between logistics performance and organizational development. The study concludes that enhancing logistics capabilities can significantly strengthen organizational competitiveness and sustainability.

Keywords: Logistics Performance, Organizational Development, Efficiency, Supply Chain Management

I. INTRODUCTION OF THE STUDY

The globalization process enables the sale of products for the same purpose from different manufacturers and with different prices. The increased offer on the market has led to intensive competition and some of the companies are faced with the problem of survival. The development of information technology has led to increased flow of information around the world, which resulted in enhanced education of producers and consumers. The only way for companies to survive on the market is constant lowering the price of products and regular improvement of product characteristics.

Hence, the continuous intensive development of the company is crucial to its survival on domestic and global markets. Creating and sustaining a competitive advantage of the company is a complex and sustained process that largely depends on the flexibility and willingness of

the company to carry out rapid changes in their processes and to make them faster than their rivals.

II. OVERVIEW & BACKGROUND:

Logistics management enables understanding to gain the information flow of material inside and outside the firm. That means logistics includes movement of raw material and finish goods throughout the process (Gunasekaran, 2003). This might often have happened that logistics management gets ignored by the organizations since they prefer to focus towards customer satisfaction. Through this research it will be identified that how firm gets added value in its organizational growth in terms of effective cost and operational efficiency. The overall goal of the research is to introduce model regarding logistic management effected by various factors.

III. STATEMENT OF THE PROBLEM

Logistics play a pivotal role in supporting organization as they strive for more efficient management system as in the business practices. Inefficient management system together with the inefficient internal management would disable the organization to react the demand of customers with the lowest price at the shortest feasible time frame including the quality level which doesn't meet the customer expectation and would like the organization to the competitive disadvantage situation against the rivals. In logistics management, inappropriate use of logistics activities added unnecessary cost and process for the industry. For instance, improper application of transport, warehouse, and inventory control and logistics information related problems are the basic problem that faces different organization.

OBJECTIVES OF THE STUDY

1. To examine the importance of managing the logistics function in organisations.



2. To investigate the challenges encountered in logistics management and appropriate solutions to the challenges.
3. To establish the relationship between logistics management and organisational performance.
4. To analyse the effect of transportation management on organizational performance at logistics industry.
5. To examine the effect of inventory management on organizational performance at the firm.
6. To investigate the effect of warehouse management on organizational performance at logistics firm.³

SCOPE OF THE STUDY

The study is limited to Factor, not include another factory in Ethiopia. Since Logistics activity encompasses vast area of managerial practices, this particular study conceptually delimited to specific context, which is on logistics activities such as transportation, inventory and warehouse management at the logistics firm.

The research was confined to companies due to a range of activities handled by the organisation in line with logistics function and its accessibility by the researcher.

The investigation was limited to logistics management and organizational performance and so the research centred on getting all the relevant data and information about this subject.

LIMITATIONS OF THE STUDY

It is difficult to cover entire domain of logistics activities just in one study.

The research sample did not incorporate all the logistics activities/participants namely: the procurement, information flow, customer service and others, due to time constrained so that it could not be generalized to other logistics activities.

IV. REVIEW OF LITERATURE

(Christopher, 2022) Competitive advantage in respect of customer satisfaction and fulfilment of market needs may be achieved by the organization through effective logistics and supply chain management. Competitive advantage includes two major types of advantages i.e. cost advantage and value advantage. Where cost advantage provides benefit of low cost on production and transportation whereas, value advantage creates positive perception and reputation of organization in market. Navon & Berkovich (2023) the main logistic responsibility in any organization is to formulate

master programme for the timely provision of materials, components and work-in-progress. Logistics activity plays an important role of adding competitive advantage to a firm in customer support and business excellence. Effective logistics activity provides the right product in the right place at the right time. It involves controls of product and information flow to create value-added activities such that delivery is accomplished through suitable distribution channels.

(World Bank, 2024) The assessments are done in six areas that include 'customs', 'infrastructure', 'ease of arranging shipments', 'quality of logistics services', 'tracking and tracing' and 'timeliness'. On the other hand, Domestic LPI comprises both qualitative as well as quantitative evaluations of a country conducted by logistic professionals working within the country. Ranking is not a part of Domestic LPI, rather it gives details containing information about logistics processes, logistics environment and institutions within a country, constraints hindering smooth flow of logistics activities present at ports, borders or inside the country. It is measured in six areas that include 'infrastructure', 'services', 'border procedures and time' and 'supply chain reliability'.

(Fugate et al., 2025) Logistics managers know how to properly choose the location of warehouses. Good location of the warehouse is advantage and every transport can be handled more promptly. Although the so called "idle" is inevitable in every transport, companies are constantly seeking ways to reduce it through proper storage of products and therefore, increasing their lifespan. The survival of the company nowadays depends on whether or not it generates profit, but to make profits the total cost should be smaller than the total income. At a time when competition is intense, in order to be competitive on the market, the price of the product or service should be as low as possible and at the same time the quality of the product or service should be as high as possible. The only way to achieve this is the reduction of costs. The basic principles of supply chain management and logistics refer to just that, reducing costs and improving business performance.

V. RESEARCH METHODOLOGY RESEARCH DESIGN

The master has picked delegates logistics Sector for the assessment work. To cover the whole individuals, the master has seen the comfort Sampling Method for the assessment.



SURVEY QUESTIONS

Questionnaire: It is the most regularly utilized instrument in gathering essential information A survey comprising of set of inquiries respondent for his/her answer. The poll is truly adaptable as in there are numerous approaches to pose inquiry.

INTERVIEW PROCEDURES

Sampling

Inspecting might be characterized as "The choice of some piece of a total the premise of which judgment or deduction about the total or totalling is made."

Sampling Techniques

The examining procedure utilized in this examination is Accommodation inspecting, When the populace components for consideration in the example dependent on the straightforward entry, it tends to be called as comfort,

Convenience Sampling

In this strategy, the example units are picked essential on the fundamental of the comfort to the examination.

Test Design: An extent of 150 respondents are picked by utilizing Multistage Stratified Purposive Sampling procedure

DATA SOURCES

The essential information for the current assessment are amassed from both major and accomplice information.

Primary Data

The key information were added up to from the experts in vehicle alliance Sector, by particularly orchestrated arrangement.

Secondary Data

With a definitive target of the examination, the optional information are in like way used. The data for optional information are amounted to from different Internet battles, Research articles, magazine, Newspapers, and so forth,

SATISTICAL TOOLS

- Simple percentage analysis
- Chi-square investigation
- Correlation
- Anova

VI. DATA ANALYSIS AND INTERPRETATION

LOGISTICS SERVICES OFFERS FOR ORGANIZATION DEVELOPMENT

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Freight	42	28.0%
Warehousing	47	31.3%
Cross Docking	33	22.0%
Network Design	16	10.7%
Value Adding	12	8.0%
TOTAL	150	100.0%

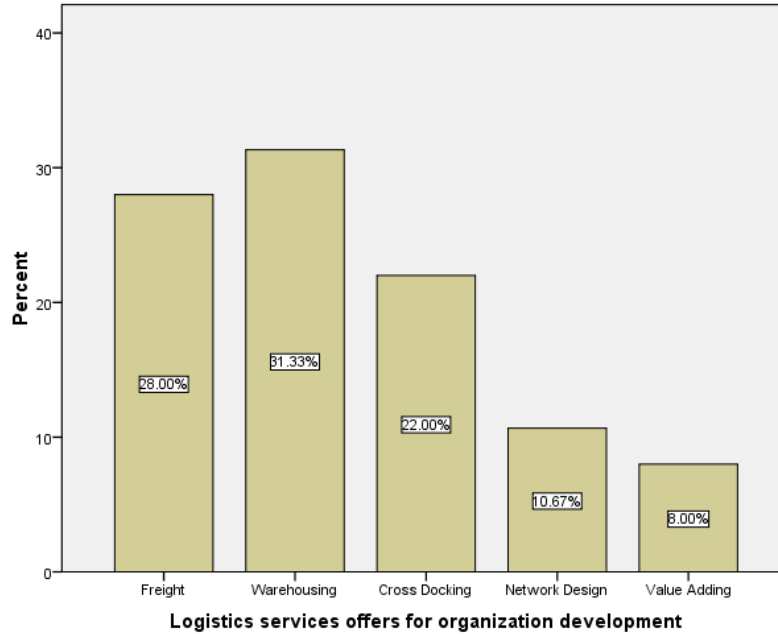
Source: Primary Data

INFERENCE

The above table shows that, 31.3% of the respondents are belong to warehousing, 28.0% of the respondents are belong to freight, 22.0% of the respondents are belong to Cross Docking, 10.7% of the respondents are belong to network design and remaining 8.0% of the respondents are belong to value adding. Thus the mostly 31.3% of the respondents are belong to warehousing.



LOGISTICS SERVICES OFFERS FOR ORGANIZATION DEVELOPMENT



MANPOWER DEVELOPMENT IN THE LOGISTICS PERFORMANCE IN YOUR ORGANISATION GROWTH

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	38	25.3%
Agree	48	32.0%
Neutral	41	27.3%
Disagree	14	9.3%
Strongly Disagree	9	6.0%
TOTAL	150	100.0%

Source: Primary Data

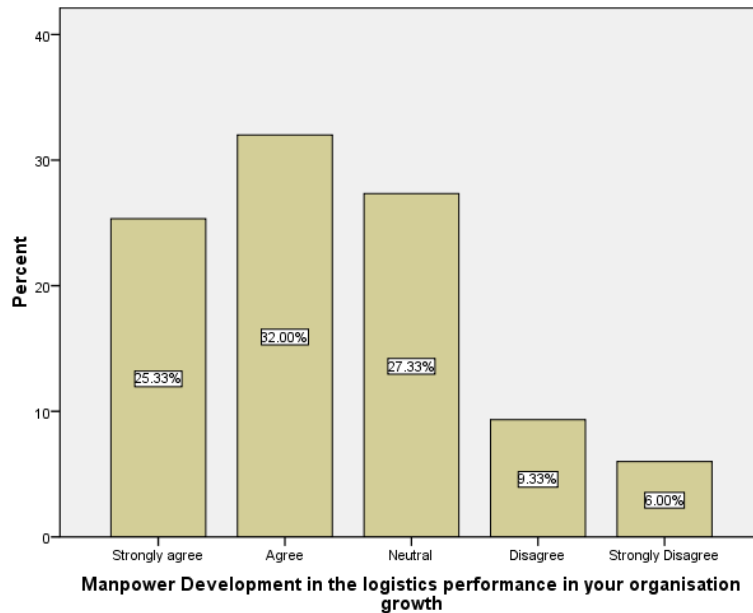
INFERENCE

The above table shows that, 32.0% of the respondents are said agree, 27.3% of the respondents are said neutral, 25.3% of the respondents are s said strongly agree, 9.3% of the respondents are said disagree and remaining 6.0% of the respondents are said strongly disagree.

Thus the mostly 32.0% of the respondents are said agree about manpower development in the logistics performance.



MANPOWER DEVELOPMENT IN THE LOGISTICS PERFORMANCE IN YOUR ORGANISATION GROWTH



**CHI SQUARE TEST
 NULL HYPOTHESIS**

H₀: There no significant relationship between income group and level of satisfaction customer on time taken for delivery.

ALTERNATIVE HYPOTHESIS

H₁: There is no significant relationship between income group and level of satisfaction customer on time taken for delivery.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.501E2 ^a	12	.000
Likelihood Ratio	301.425	12	.000
Linear-by-Linear Association	131.393	1	.000
N of Valid Cases	150		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .67.

RESULT

Since the calculated value is less than the table value. So we accept the null hypothesis. income group and level of satisfaction customer on time taken for delivery.



CORRELATION

The table shows the relationship between Years of working in this logistics firm and Manpower Development in the logistics performance in your organisation growth

Correlations

		Years of working in this logistics firm	Manpower Development in the logistics performance in your organisation growth
Years of working in this logistics firm	Pearson Correlation	1	.908**
	Sig. (2-tailed)		.000
	N	150	150
Manpower Development in the logistics performance in your organisation growth	Pearson Correlation	.908**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

RESULT

This is positive correlation. There are relationship between the Years of working in this logistics firm and Manpower Development in the logistics performance in your organisation growth

VII. SUGGESTIONS

- Prior research shows that effective logistics and financial management have a strong positive impact on organizational performance and growth.
- Organizations can improve their reputation and efficiency by focusing on key logistics dimensions such as effectiveness, responsiveness, and cost management.
- Effective logistics management acts as a backbone for achieving competitive advantage, with continuous improvement being a major focus for organizations worldwide.

VIII. CONCLUSION

Financial measures and efficiency are widely considered the most important indicators of organizational performance, as supported by previous studies. The findings also reveal that logistics effectiveness and financial efficiency have a positive relationship with overall performance. Although responsiveness is seen as less significant,

customer focus emerged as an important factor influencing logistics efficiency, highlighting a limitation in the study. The study recommends that organizations enhance logistics competency and adopt cost-reduction strategies using available resources. Overall, effective logistics and supply chain management play a key role in achieving competitive advantage and long-term sustainability.

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