



A Study on Strategy Implementation and Its Effectiveness On Logistics Management At NTC Logistics India (P) Limited, Chennai

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ABSTRACT

Effective strategy implementation plays a critical role in ensuring the success of logistics management within any organization. A well-designed strategy aligns organizational goals with operational processes, enabling seamless coordination across departments. The objective of the study is to analyse the strategy implementation and its effectiveness on logistics management at NTC Logistics India (P) Limited, Chennai. It suggested that the company should focus on continuous technology upgrades, enhanced communication channels, and leveraging its strong environmental policies to improve resource utilization and infrastructure development. Additionally, the implementation of ERP and EDI systems was acknowledged as a positive step toward optimizing business processes and logistics management.

Keywords: Strategy implementation, Logistics management, Strategic role, Organisation commitment.

I. INTRODUCTION OF THE STUDY LOGISTICS

Logistics may be described as "the art and science of obtaining, producing, and distributing material and product in the proper place and in proper quantities." Logistics is described as "the activity of transporting commercial goods to customers." Managing order processing, storage as well as materials handling, shipping, in addition to packaging—all of which ought to be incorporated throughout a network of conveniences—is part of this quickly developing business discipline. "Getting the right product in the right quantity and right condition at the right place at the right time for the right customer at the right price" is a more expansive definition that is promoted by others.

Logistics is the management of the acquisition, storage, and transportation of resources

to their final destination. Logistics management includes locating possible distributors and suppliers and evaluating their accessibility and feasibility.

LOGISTICS MANAGEMENT

Logistics management, a subset of supply chain management, organises, arranges, and carries out the effective movement and storage of pertinent information, goods, and services from the point of origin to the point of destination in order to meet customer demands. For enterprises, logistics management reduces expenses and enhances customer service.

Logistics management, also known as supply chain management operations, helps companies plan, oversee, in addition to implement processes for transporting along with storing goods.

Inbound and outbound transportation administration, inventory control, materials handling, supply/demand planning, logistics network design, and third-party logistics service provider management as well as management of fleets along with order fulfilment, logistics are typical examples of logistics management operations.

LOGISTICS MANAGEMENT PROCESS

The following elements of the logistics management process provide an integrated approach to logistics within supply chain management.

1. Transportation:

A variety of transportation methods, including pipelines, roads, trains, and aeroplanes, are used to transfer commodities through supply chains. By lowering delivery costs, increasing delivery speed, and minimising product damage, choosing the most effective mix of these modes may quantifiably increase the value provided for consumers.

2. Warehousing:

Inventory may need to stay in a warehouse for a while if it is not moving between sites. The actions



involved in storing, receiving, in addition to transporting products to and from manufacture otherwise distribution sites are referred to as warehousing. It is a crucial component that we must take into account in order to understand the logistics.

3. Third and Fourth-Party Logistics:

The many logistical tasks can be contracted out to companies who specialise in some or all of these services, much like other supply chain management facets. In reality, one or more logistics services are managed or carried out by third-party logistics providers (3PLs). As logistics experts, fourth-party providers (4PLs) assume the position of general contractor by managing an organization's whole logistics operation and arranging the grouping of departments or subcontractors required to complete the particular tasks at hand.

Reverse Logistics:

How to properly manage the return, reuse, recycling, or disposal of goods that go backwards from the customer to the supplier is known as reverse logistics, is another expanding area of supply chain management. Either this firm will turn a profit or it will be run at a loss. Later in this part, we will also go into further detail on this subject.

II. STATEMENT OF THE PROBLEM

Implementing strategies effectively is a significant challenge for logistics companies due to the complexities involved in managing operations, technology, and human resources. Despite having well-designed strategies, many organizations struggle to achieve desired results because of issues like poor communication, inadequate training, or outdated infrastructure. These challenges can lead to inefficiencies, delays, and customer dissatisfaction, ultimately impacting the company's performance and growth. Understanding how strategies are implemented and their effectiveness in logistics management is crucial for improving operational efficiency and competitiveness. It is significant to recognize the factors that influence successful strategy implementation, such as employee involvement, technological advancements, and grievance management. Addressing these issues can help organizations align their strategies with operational goals, enhance decision-making, and ensure smooth logistics operations.

OBJECTIVES OF THE STUDY

Primary Objectives

- To study on strategy implementation and its effectiveness on logistics management at NTC Logistics India (P) Limited, Chennai

Secondary Objectives

- To analyze the information factors as strategic role for effective logistics management.
- To evaluate the employees knowledge as strategic role in the logistics management.
- To investigate the grievance management as strategic role for effective logistics management.
- To examine the development of new technology and infrastructure in the company for logistics management.
- To obtain suggestions from the respondents to enhance the strategies to implement in logistics management

SCOPE OF THE STUDY

The scope of the study is confined with NTC Logistics India (P) Limited, Chennai. This study focuses on understanding how strategies are implemented and their effectiveness in managing logistics at NTC Logistics India (P) Limited, Chennai. It explores key areas such as the role of information, employee knowledge, grievance management, technological advancements, and infrastructure development in ensuring smooth logistics operations. The findings of this study will help companies identify gaps in their current strategies and make informed decisions to improve efficiency and productivity. By using these insights, organizations can enhance communication, upgrade technology, train employees effectively, and address grievances promptly, ultimately leading to better logistics performance and customer satisfaction.

LIMITATIONS OF THE STUDY

- The study period is only few month, so time constraint.
- The data was only collected from 120 customers. It is not generalized.
- Some respondents did not provide proper answers to the questions.
- The present study has been limited to Chennai only.

III. REVIEW OF LITERATURE

Kwan Kee Ng, Chew-Been Teo (2019)

Many businesses are expanding internationally in order to gain market share and benefit from increased production and sourcing efficiency in the fiercely competitive climate of today. One of the most important factors influencing business success is the logistics function's contribution to the smooth flow of resources, information, and commodities across the company's supply chains. To effectively compete, businesses must comprehend the logistics function's strategic importance. An analysis is



conducted on Singaporean enterprises' supply chain and logistics strategies. The primary author's personal connections, company directories, and the list of members of The Chartered Institute of Transport, Singapore (CIT) were used to select the sample. 313 questionnaires in all were distributed. A paradigm for categorising businesses based on how much they employ logistics as a weapon of competition is put forward.

Rajiv Bhandari (2021). The paper's primary goal is to recognize the different technologies—such as communication technology, information technology, in addition to automatic identification technology—that are utilised in supply chain management and logistics. The authority of technology on supply chain management in addition to logistics is also covered in the study. The author mostly uses secondary sources to get information on the various technologies utilised in logistics and supply chain management. The author comes to the conclusion that technology may boost supply chain performance and competitiveness by enhancing the overall effectiveness and efficiency of the logistics system. Numerous technical improvements have made the process not only simpler and faster, but also less time-consuming.

Akkartal, G. R., & Culhaoglu Uludag, C. (2022). Finding out how the worldwide COVID-19 logistics management process has evolved in terms of growth, competitiveness, and customer strategies is the aim of this study. The study, which will be conducted through interviews, will evaluate how business-based competition, expansion, and customer strategy are impacted by the pandemic-related changes in supply chain operations. Alongside the changes in customer, growth, and competitive strategies, recommendations will be made to logistics businesses based on the results.

Sweeney, E., Grant, D.B. and Mangan, D.J. (2024), This research attempts to give a thorough grasp of how supply chain management (SCM) and logistics are really adopted, particularly at a strategic level, by looking at the four perspectives taxonomy of the relationship between SCM and logistics. After a thorough review of the literature, three specific research questions are presented. The empirical study addressed these difficulties in three stages: focus groups, questionnaire surveys, and focused interviews. The results show a difference in how logistics and supply chain management (SCM) principles and ideas are understood and implemented at a strategic level in businesses, and they also give a use profile of the four views. In order to successfully resolve

this difference, the results also pinpoint the crucial success factors (CSFs) and obstacles.

Panigrahi, S. K., Kar, F. W., Fen, T. A., Hoe, L. K., & Wong, M. (2024). This study looks for the essential components of an effective reverse logistics strategy framework to assist managers in handling retail returns and enhancing customer satisfaction. Qualitative interviews with retail logistics managers were done in order to develop a framework for a successful reverse logistics strategy that included all the necessary elements. In order to identify the critical elements influencing managers' decisions on successful reverse logistics management, a problem-driven content analysis technique was also used to analyse earlier research published between 2008 and 2015.

RESEARCH GAP

Prior research has emphasised the significance of strategy execution in logistics management and the ways in which successful strategies may raise customer satisfaction and operational effectiveness. Scholars have also examined how infrastructure development and technology might improve logistical procedures. However, they have not explored in detail the influence of information factors, employee knowledge, or grievance management as strategic roles in logistics. Similarly, the direct connection between strategy implementation and its effectiveness in specific organizational contexts, such as the company, has not been thoroughly analyzed. Previous studies did not evaluate the role of information factors as a strategic element for effective logistics management. They also did not analyze the impact of employees' knowledge and their contributions to implementing strategies successfully. The significance of grievance management as a factor in improving logistics operations was ignored in earlier research. Additionally, the development of new technology and infrastructure specific to logistics companies was not measured comprehensively. By filling up these gaps, this study offers a deeper understanding of strategy execution and logistics management efficacy.

IV. RESEARCH METHODOLOGY

One definition of research methodology is a written piece of prose. An organised study of the topic based on borrowed materials with appropriate citation and consultation in the paper's main body is known as a documented prose work. In order to understand various occurrences, research in management is rather significant. Its objective is to



use methodical, scientific approaches to find solutions to issues. “Research is an academic activity and a systematized effort to gain new knowledge”.

a. Study area: Study area is NTC Logistics India (P) Limited, Chennai.

b. Design of the study

A research design is a set of guidelines for gathering and analysing data that attempts to balance procedural efficiency with relevance to the study's goal. The descriptive research design was chosen for this investigation.

People's attitudes and opinions on anything might be the focus of a descriptive study design. It focusses on figuring out how something happens or how two variables change in tandem. It is seen as formal and inflexible.

c. Source of the data

Information is gathered from NTC Logistics India (P) Limited staff members in Chennai. A well-structured questionnaire was created by the researcher to examine the workers' work-life balance.

Primary Data

Data that are obtained for the first time and are hence unique in nature are referred to as primary data. Primary data, or data obtained via the use of questionnaires, is obtained straight from the employee. Primary data for descriptive research can be gathered using surveys, in-person interviews, direct communication with respondents in one way or another, or observation. Surveys were used to gather information.

Secondary Data

Secondary data refers to data that is already accessible. Here, secondary data was gathered from

journals, websites, the internet, and corporate profiles, among other sources. In addition, the researcher gathered data from primary and secondary sources.

d. Sampling technique

Sampling Method

Sample as a scaled-down version of the full. A sample is created by choosing a subset of the population's components. The convenience sampling methodology and the non-probability sampling approach were employed in this study. The investigator's convenience is taken into consideration when choosing the samples.

Population

The population, from which the sample will be taken, is the sum of all units with particular attributes. Employees of Chennai-based NTC Logistics India (P) Limited make up the study's population.

Sample Unit: Here sampling unit is Chennai.

Sampling Element: In this study, sampling element is employees of NTC Logistics India (P) Limited, Chennai.

e. Sample size: Sample size refers to number of items to be selected from the population to frame a sample. Here the researcher has selected 120 as a sample size.

f. Analytical tools and methods

The following tools are used in this study.

- Percentage Method
- Chi-Square Analysis:
- Correlation Analysis
- Anova Analysis
- Independent Sample T-Test
- Regression Analysis

INDEPENDENT T- TEST

RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS WITH DEVELOP OF NEW TECHNOLOGY AND INFRASTRUCTURE

Group Statistics

GENDER OF THE RESPONDENTS		N	Mean	Std. Deviation	Std. Error Mean
Develop of new technology and infrastructure	Male	83	11.1807	2.36924	.26006
	Female	37	14054	2.43196	.39981

Levene's Test for Equality of Variances	t-test for Equality of Means
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		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
DEVELOP OF NEW TECHNOLOGY AND INFRASTRUCTURE	Equal variances assumed	.135	.714	-6.830	118	.000	-3.22468	.47215	-15968	-2.28969
	Equal variances not assumed			-6.761	67.594	.000	-3.22468	.47695	-17652	-2.27285

Interpretation:

The mean difference of the above P value is 0.714 and the sig value is greater than .050 (5%). So, there is no significant relationship between independent variables such as gender of the respondents with impacts on develops of new technology and infrastructure.

V. FINDINGS

- 58.3% of the respondents said that agree towards employees of the company are well trained in each department activities.
- 29.2% of the respondents said that strongly disagree towards ability to adopt rapidly changing technology.
- 48.3% of the respondents are highly satisfied towards well facilitated to enlist the complaints.
- 32% of the respondents are satisfied towards separate head to handle the various problems.
- 45.8% of the respondents are highly satisfied towards users' problems have resolved in users meeting without fault.
- 38.3% of the respondents are satisfied towards company is updated on problem solving.
- 40.8% of the respondents are highly satisfied towards authorities directly talk not to repeat that problem.

VI. SUGGESTIONS

- There must be good opportunity to get information regarding work allocation for the employees. There must be effective EDI to faster the work and transform the needed information to all the departments. There must be effective web portal system and it must ensure for proper information sharing.
- The service related information and bill settlement details has to updated on real time basis to useful to the employees in the departments. The employees must be prepared to adopt all changes in the concern. The

company must facilitate to arrange compliant and suggestion box in the required places.

- The company must be effective in subject to adopt the new changes for its service efficiency. The company must establish and maintain proper standard infrastructural development.
- There must be effective ERP system in the company. The company must offer safe and secure environment to prevent risks in the work place. The company must utilizes its all resources to serve the customer. There must be follow up of good environment policy to create confidence among the employees and stakeholders.

VII. CONCLUSION

The importance of the integration of the strategic management into the logistic structure of the business has been emphasized. Also, the necessity of the connection between the logistics strategy framework and the company's corporate and comparative strategies is clear. The logistics strategy must be evaluated regularly to find new opportunities for company's development, because every business has different logistics needs and different ways to evaluate operational success. Thus, the proper organised logistics system can allow companies to rationalise and maximise the efficiencies in their distribution processes and in whole company's operation the markets. To improve the performance of the logistics management and supply chain management the company can employ the information system integration through the use of the information technology, managerial and technological innovations. The effective strategic management can be used to plan and control quality, activity, and services in the operation industry in the private and public sectors and to improve the performance of the whole company's supply chain system.



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