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LOGISTICS MANAGEMENT PRACTICES WITH SPECIAL REFERENCE TO SAIRAM UPVC WINDOWS AND DOOR MANUFACTURER

Harshavarthan G[1], Dr. Ganesan alias Kanagaraj[2]
[1] II YEAR MBA (Operations & Finances), Saveetha Engineering College
[2] Assistant. Professor, Department of MBA, Saveetha Engineering College

ABSTRACT
Logistics management is an essential component of supply chain management that focuses on the efficient movement, storage, and coordination of materials, information, and finished goods from the point of origin to the point of consumption. In manufacturing industries such as UPVC windows and doors production, effective logistics management plays a significant role in ensuring smooth production processes, reducing operational costs, and maintaining customer satisfaction. This study examines logistics management practices with special reference to Sairam UPVC Windows and Door Manufacturer. The research focuses on logistics components such as procurement, inventory management, warehouse management, transportation systems, and distribution practices. Efficient logistics operations ensure that raw materials are available when needed and finished products are delivered safely and on time to customers. The study highlights how modern logistics management practices contribute to improved operational efficiency, cost reduction, and better supply chain coordination. The research concludes that organizations that implement structured logistics strategies and technological solutions are able to enhance productivity, minimize delays, and improve overall organizational performance.

KEYWORDS: *Logistics Management, Supply Chain Management, Inventory Management, Warehouse Management, Transportation Systems, Distribution Practices, Manufacturing Logistics, UPVC Windows Industry, Operational Efficiency, Cost Reduction, Customer Satisfaction.*

INTRODUCTION

Logistics management has become one of the most critical functions in modern manufacturing organizations. It involves the planning, implementation, and control of the efficient flow of raw materials, work-in-progress inventory, finished goods, and related information across the supply chain. In competitive markets, organizations must ensure that materials reach production units on time and finished goods reach customer efficiently. Poor logistics planning can lead to delays, increased costs, and reduced customer satisfaction. The UPVC windows and doors manufacturing sector is rapidly growing due to increasing demand for durable, energy-efficient, and low-maintenance building materials. Manufacturers in this sector handle large and fragile components such as UPVC profiles, glass panels, steel reinforcements, and hardware fittings. Efficient logistics systems are required to manage procurement, storage, production supply, and delivery operations effectively. Sairam UPVC Windows and Door Manufacturer specialize in the production of customized UPVC windows and doors used in residential and commercial buildings. Since these products are customized and bulky, logistics planning becomes extremely important. The company must ensure timely procurement of materials, proper storage, efficient material handling during production, and safe transportation to customer locations. The study focuses on analyzing the logistics management practices implemented in Sairam UPVC Windows and Door Manufacturer and evaluating how these practices contribute to operational efficiency and customer satisfaction.

OBJECTIVES OF THE STUDY

- To study the concept of logistics management in manufacturing industries.
- To examine logistics management practices followed in Sairam UPVC.
- To analyze the importance of inventory and warehouse management.
- To understand transportation and distribution practices.
- To suggest improvements for better logistics performance.

1. SCOPE OF THE STUDY

The scope of this study is limited to analyzing logistics practices implemented in Sairam UPVC Windows and Door Manufacturer. The study focuses on procurement systems, warehouse operations, inventory control, transportation management, and distribution practices

1.1 Traditional Logistics Practices
In earlier times, logistics operations were largely manual and lacked coordination between different departments. Inventory tracking was done using paper records, and transportation planning depended on manual scheduling. These systems were inefficient and often resulted in delays, poor inventory control, and higher operational costs.

1.2 Modern Logistics Systems
With advancements in technology, logistics systems have become more efficient and integrated. Organizations now use digital inventory systems, enterprise resource planning (ERP) software, and automated warehouse management systems to monitor logistics activities. These technologies allow companies to track materials, forecast demand, and optimize transportation routes.

1.3 Integrated Supply Chain Logistics
Integrated logistics connects suppliers, manufacturers, distributors, and customers through a coordinated system. This approach improves communication across the supply chain and reduces delays in material movement. Integrated supply chain management also helps organizations reduce inventory holding costs and improve production efficiency.

2. LOGISTICS ACTIVITIES IN MANUFACTURING
Manufacturing organizations rely heavily on logistics management to maintain smooth operations. Logistics activities include procurement of raw materials, storage of materials in warehouses, supply of materials to production units, and distribution of finished goods to customers.

2.1 Procurement Management
Procurement management focuses on sourcing raw materials such as UPVC profiles, glass panels, steel reinforcement bars, and hardware accessories from suppliers.

2.2 Inventory Control
Inventory control ensures that sufficient raw materials are available for production while avoiding excess stock levels that increase storage costs.

2.3 Warehouse Management
Warehouse management includes proper storage of materials, categorization of products, and systematic arrangement of goods to facilitate easy access.

2.4 Transportation Management
Transportation management ensures safe movement of materials from suppliers to the manufacturing unit and delivery of finished products to customers.

2.5 Distribution Management
Distribution management ensures timely delivery of finished UPVC windows and doors to construction sites and customers.

3. LOGISTICS PRACTICES IN SAIRAM UPVC
- Sairam UPVC Windows and Door Manufacturer implements structured logistics practices to maintain smooth production operations.
- Procurement of high-quality UPVC profiles and materials from trusted suppliers. Regular monitoring of inventory levels to prevent stock shortages.
- Proper storage of raw materials and finished goods. Efficient material handling during manufacturing.
- Safe packaging and transportation of finished products.

4. LITERATURE REVIEW
2017

Rushton A., Croucher P., and Baker P. (2017) conducted a comprehensive study on warehouse management and logistics operations in manufacturing industries. The research focused on the importance of storage facilities, transportation planning, and inventory management in logistics performance. The study concluded that efficient warehouse operations help organizations maintain proper stock levels and reduce the risk of product shortages or overstocking. The authors also pointed out that effective logistics systems improve coordination between

suppliers, manufacturers, and distributors, thereby ensuring smooth production processes and timely delivery of products to the market.

2018

Gunasekaran A. and Ngai E.W.T. (2018) analyzed logistics management practices and supply chain integration in manufacturing companies. The study emphasized that logistics activities such as procurement, transportation, warehousing, and distribution must be properly coordinated to achieve higher operational efficiency. According to the authors, logistics integration helps organizations reduce lead time, minimize operational costs, and improve overall supply chain performance. The research also highlighted that modern technologies such as information systems and digital logistics tools play a significant role in improving logistics management practices.

2019

Hugos M. (2019) studied logistics management practices in small and medium-sized enterprises (SMEs). The research highlighted that logistics management plays a critical role in ensuring the smooth movement of goods from suppliers to customers. The author emphasized that effective logistics planning helps organizations optimize transportation routes, maintain proper inventory levels, and improve distribution efficiency. The study also concluded that organizations that focus on logistics improvement are able to achieve higher operational performance and better customer service in competitive business environments

2020

Kumar S. and Singh R. (2020) conducted a study on logistics management practices in Indian manufacturing industries. The research focused on the relationship between logistics efficiency and organizational performance. The study found that effective logistics practices such as transportation planning, warehouse management, and inventory control significantly influence production efficiency and customer satisfaction. The authors concluded that companies that invest in logistics infrastructure and adopt modern logistics systems are able to reduce operational costs and improve delivery performance.

2021

Sharma P. and Gupta A. (2021) examined the role of modern logistics technologies in manufacturing companies. The study emphasized that the adoption of digital logistics systems, enterprise resource planning (ERP), and automated inventory systems helps organizations improve logistics coordination and operational efficiency. According to the researchers, technological advancements in logistics management enable organizations to track shipments, monitor inventory levels, and optimize transportation routes. The study concluded that modern logistics technologies are essential for improving supply chain performance and maintaining competitiveness in the global market.

2022

Patel R. and Mehta S. (2022) conducted research on logistics management strategies and supply chain optimization in industrial organizations. The study emphasized the importance of efficient logistics planning in reducing transportation costs and improving warehouse operations. The authors highlighted that logistics management helps organizations streamline their supply chain activities and ensure the timely delivery of products to customers. The research also concluded that companies that focus on improving logistics efficiency can achieve better operational performance and long-term business sustainability**.**

2023

Reddy V. and Rao K. (2023) conducted a study on logistics management practices in manufacturing industries in India. The research focused on how logistics activities such as transportation management, warehouse operations, inventory control, and distribution planning influence the overall efficiency of organizations. The authors highlighted that effective logistics management ensures the smooth movement of raw materials from suppliers to production units and the timely delivery of finished goods to customers. The study also emphasized that proper

4. Research Methodology

Research methodology refers to the systematic and organized process used for collecting, analyzing, and interpreting data in order to achieve the objectives of a research study. It provides a clear framework that guides the researcher in conducting the study effectively and scientifically. The purpose of research methodology is to ensure that the research is conducted in a structured manner and that the findings are reliable and meaningful.

In the present study, the research methodology is designed to analyze the logistics management practices followed

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by Sairam UPVC Windows and Door Manufacturer. Logistics management plays a crucial role in manufacturing industries as it involves the planning, implementation, and control of the movement and storage of raw materials, work-in-progress inventory, and finished goods from the point of origin to the point of consumption.

The study aims to examine how logistics activities such as procurement of raw materials, warehousing, transportation, inventory control, and distribution are managed within the organization. The research methodology adopted in this study helps in collecting relevant information from employees and other sources in order to evaluate the efficiency of logistics management practices followed by the company.

5. SAMPLE QUESTIONNAIRE

Question	Response Scale
Do you think procurement processes are efficient in the company?	Strongly Agree / Agree / Neutral / Disagree / Strongly Disagree
Is inventory maintained properly to avoid shortages?	Strongly Agree / Agree / Neutral / Disagree / Strongly Disagree
Are warehouse facilities organized effectively?	Strongly Agree / Agree / Neutral / Disagree / Strongly Disagree
Is transportation management efficient?	Strongly Agree / Agree / Neutral / Disagree / Strongly Disagree
Are finished products delivered to customers on time?	Strongly Agree / Agree / Neutral / Disagree / Strongly Disagree

6. BENEFITS OF EFFECTIVE LOGISTICS

- Improves operational efficiency
- Reduces transportation and storage costs.
- Ensures timely product delivery Increases customer satisfaction Improves supply chain coordination

7. CONCEPTUAL FRAMEWORK

The conceptual framework of the study examines the relationship between logistics management practices and organizational performance. Independent variables include procurement management, inventory control, warehouse management, transportation management, and distribution efficiency. The dependent variables include operational performance and customer satisfaction.

8. CONCEPTUAL FRAMEWORK DIAGRAM



9. CHALLENGES IN LOGISTICS

Logistics management faces several challenges such as transportation delays, warehouse space limitations, inventory mismanagement, and rising fuel costs. Manufacturing organizations must adopt modern logistics technologies to overcome these issues

10. FINDINGS AND SUGGESTIONS

Logistics management plays a vital role in manufacturing industries as it ensures the efficient movement, storage, and distribution of raw materials and finished products. Effective logistics practices enable organizations to maintain smooth production processes, reduce operational costs, and improve overall efficiency. In industries such as UPVC windows and door manufacturing, logistics acts as a backbone that supports uninterrupted production and timely delivery to customers.

The present study was conducted to analyze the logistics management practices followed by Sairam UPVC Windows and Door Manufacturer. The study examined key logistics activities including procurement of raw materials, inventory management, warehouse operations, transportation systems, and distribution of finished goods. Based on the analysis, it is observed that the organization has established a structured logistics management system that supports its manufacturing and distribution operations effectively. Proper procurement procedures ensure the availability of raw materials, while efficient warehouse management practices facilitate safe storage and handling of materials. However, to further enhance logistics efficiency and organizational performance, several recommendations are suggested. The company should adopt modern logistics technologies such as digital inventory management systems and automated warehouse management systems to improve accuracy and reduce errors. These technologies will help in better monitoring of stock levels and efficient material handling.

In addition, the organization should focus on improving its transportation planning system to ensure faster and more reliable delivery of finished products to customers and construction sites. Route optimization and better coordination with logistics partners can significantly reduce delivery time and transportation costs. Furthermore, the company should strengthen coordination between procurement, production, warehouse, and distribution departments. Effective communication and integration among these departments will help in minimizing delays, improving workflow efficiency, and enhancing overall logistics performance. In conclusion, while Sairam UPVC has implemented effective logistics practices, adopting advanced technologies and improving coordination among logistics functions will further enhance operational efficiency, reduce costs, and improve customer satisfaction. These improvements will help the organization achieve sustainable growth and maintain a competitive advantage in the market.

CONCLUSION

Logistics management is a vital function in manufacturing industries as it ensures the efficient movement, storage, and distribution of materials and finished products. Effective logistics management practices enable organizations to maintain smooth production processes, reduce operational costs, and improve overall efficiency. The present study was conducted to analyze the logistics management practices followed by Sairam UPVC Windows and Door Manufacturer. The study examined various logistics activities such as procurement of raw materials, inventory management, warehouse operations, transportation systems, and distribution of finished products.

Based on the analysis of the collected data, it can be concluded that the company has established a structured logistics management system that supports its manufacturing and distribution operations. The organization maintains proper procurement procedures to ensure the availability of raw materials required for production. In addition, the company has implemented effective warehouse management practices to store materials safely and efficiently.

Transportation and distribution systems also play a crucial role in the logistics management of the organization. Timely delivery of finished UPVC windows and doors to customers and construction sites helps the company maintain strong relationships with clients and improve customer satisfaction. The study also highlights the importance of coordination between different departments within the organization.

Effective communication and coordination among procurement, production, warehouse, and distribution departments contribute to efficient logistics operations and help avoid delays in the production and delivery process.

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