



# Managing logistics and supply chain for an efficient operation in warehouse

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## Abstract

The logistics services industry plays a distinct and major role in providing to the best customer service in terms of transportation, delivery and storage. Companies compete in providing logistics services from warehousing to final transportation and delivery, and they use the best methods to meet customer needs and provide the best possible service. This research examines the evaluation of the business model of companies in the field of supply chain and logistics operations and the identification of potential gaps, if any. Organization's current infrastructure and technological skills, versus company requirements and market facts. Various methods and methods will be used to collect data and information. First, the information will be collected from the primary sources through the interview and the questionnaire. The person with whom the interview will be conducted is the quality officer of the company. In order to know the mechanism and quality of work and know their opinions about working in warehouse. Second, information will be collected through (magazines, articles, books and related websites), these are called secondary sources, and all of this will support the project.

## 1. Introduction

Logistics industry is playing key role in delivering the best customer value for the companies [20]. They are providing more abrupt services in terms of

transportation, delivery and warehousing [10]. Oman where economy is totally dependent upon the oil production are now looking for other sector of the economy [3]. Logistics is one of the key areas where Oman is planning to take advantage [6]. After the development of the Gwadar port and CPEC the importance of the logistics become more prominent for Oman as Oman is working as bridge between south Asia and Middle East through its ports and inland transportation [4]. Companies which can provide complete solution of the logistics from warehousing to transportation and final delivery is attracting more attention of customer for satisfying their needs.

## 2. Problem Statement

Logistics is subject to many challenges like competition, vagaries of weather, conflicts in some countries, strikes, drought, accidents, electricity blackouts, internet connectivity, costs and pricing issues, just to name a few. Any company cannot be expected to operate without any challenges like any other business. With the recent downturn in the global economy there is a turmoil that is proving to be challenging. There is a widespread disruption that is significantly hampering the economic development, and potentially leading recession. For many economies the economists are stating occurrence of stagnation. In view of the effects from economic downturn the global supply chain is under immense pressure. These times are indeed a stress test not only for the logistics sector in general but the overall supply chain and different aspects of the economy. In Oman any company faces its own

unique challenges. In order to tackle the issue of the slow economic growth the government and the industry leaders has taken series of measures that places different components of sector. However, the slow economic growth has only further exacerbated the existing issues in the supply chain model of the company. For a company it needs economies of scale for it to achieve significant returns on investments. This research seeks to find out opportunities and challenges faced by organization's as a market leader as it operates, and possible solutions for improvements. It is every business's desire to deliver first class service whilst getting the best prices from customers. It is a win-win situation.

### 3. Significance of the Study

The main beneficial of this study will be the organizations as they will come to know what challenges and hurdles are actually, they are facing in Oman in satisfying the need of customer. The companies will also come to know that best practices are following in world and lacking by company. The study will also be helpful for finding solutions for the company. Being the importance and advantage associated with operation in Oman this is important for the company to know the operations efficiency and challenges.

### 4. Literature Review

Logistics is an activity carried out in the business world and involves the movement of goods. Supply chain base on the movement of products for companies. Research carried out by Azmi and Hamid provided deep information about the supply chain relationship with logistics efficiency. It can be said that integration is required in supply chain management and it would depend on organization strategy and business models. Business process in courier companies is effected by customer relationship as well as service. The research pinpoints the strong area of logistics which can be used to increase the efficiency of the supply chain. It can be observed from the article that most of the organization have a focus on the supply chain. It correlates the present business activities and strategic orientation carried out by a country [1]. Another research was carried out by Habib in the supply chain. The main aim of the study was to analyze applications present in service and courier industries. The concept of the supply chain has various meanings. The paper can be used to improve the logistics operation for service companies [12]. Ristovska assessed the impact of logistics on

company management and efficiency. Efficient supply chain and logistics can not only reduce costs but allow more competitiveness in terms of operations. A modern business needs to understand the requirements of raw materials and inventory management. The research was important because of its hypothesis and impact on storage and transport services. Logistics managers need to understand the supply chain and efficiency and combine their activities for company benefit [15]. The logistics strategy of Oman can be compared to the supply chain and present condition of the country. A definite strategy should be present for organizations to operate under the Omani culture of logistics. Daud and Karim provided a model to integrate the logistics strategies for Omani companies. It can be agreed that process of making a strategy effects logistics efficiency. However, the analysis of oil prices should not be ignored when the Oman government is analyzed. The study also provides an example of companies and the method of purpose sampling was very efficient. It can help to identify the strategy which is applied in Oman and the true concept present behind Omanisation [14]. Awain also provides a lead towards logistics strategy in Oman. Economics growth in-country can be connected with the infrastructure of logistics. The involvement of trade can affect the operation of courier services. The research, however, neglected the factor of the supply chain which should be applied for Oman country and system of management [5].

The national strategy of Oman for logistics can be modified on the base of the present condition as COVID 19 has become a pandemic for courier services. The logistic sector is prone to the attack of the virus. A study carried out for Oman country highlighted areas that are present in priority. Therefore a constant evaluation is required for the logistics and supply department [5]. Wahaibi analyzed the logistics hub present in the country. The strategy of a country should be based on developing a supply chain because it is a pillar for the country's economy. The dependence of oil cannot remain a long term resource. The courier companies need to understand the warehouse operations and plan logistics according to inventory and warehouse space provided in Oman. The research also explained some of the factors affecting logistics. It was the right decision to analyses trade for logistics. The study can be used as a part of strategy development and future decisions [18]. Hoffman and Solakivi provide a new element for strategy making. The logistics strategy of a country can be affected by the oil price fluctuation. Courier companies would have to face the impact as logistics providers would be quite selective for

supply chain efficiency. The transportation industry has a significant part with logistics and Oman remains a central hub for all trade activities. The approach of the study was quite relevant to the Omanisation concept and can be used as a lead for making future strategies for the logistics sector [13]. Warehousing best practices have been based on the system of supply chain management and logistics division. Owing to the presence of Covid19, the courier's services are forced to adopt safe and ideal approaches for operations. Abdi researched on the best practices for the courier system. The case based on Berhan Bank. Warehousing operations can be affected by management practices. To identify the key foundation, the approach of the qualitative method was optimal. It was a reasonable choice and provide much important information. The practices can act as a guide for the operations of courier companies in Oman. The presence of efficiency indicators shows that the warehouse has an important role in logistics and all of the courier companies should include storage as an integral part of their strategy [11]. Chen provided a profit model which can be considered another example of best practice for warehousing. Companies should understand the model of resource sharing. It can help the logistics industry to evolve from the present condition of economics. Moreover, the model can be used as a solution to deal with the current situation of COVID 19 in the world [7]. The integration of E-commerce can be made with the supply chain system of the company. The model can be applied to the existing condition of Oman. Abushaikha and Salhieh researched on lean warehousing. The model can be effective for organizational operations. It can be clearly stated that warehousing operations have a role in logistics performance, and it can affect the nature of business. The companies which adopt best practices for warehousing can reduce waste reduction and increase business performance. It can also be an important lesson for logistics managers. The practice was original and can be used in Oman logistics and supply chain systems [2].

## 5. Methodology

This study following the mixture approach of qualitative and quantitative methodology. The mix approach is useful for the research when researcher is looking for both qualitative and quantitative data [9]. Since this study is measuring both type of data so this is using the mix approach. This methodology is also appropriate for measuring the experience of the participants and hence get their insight regarding the objective of the research [19]. The study further suggests that this method of the research is also

having advantage of avoiding the limitations associated with both pure quantitative and pure qualitative research Primary. There are 3 types of the quantitative methodology. However, this study is following the descriptive technique for finding the current phenomena. Descriptive methodology is helpful for finding and establishing the facts about the current phenomena and establishing the result and hypothesis for further result [16]. The study has further explained the other methodologies of the research such as casual, Correlational and experimental research where more focus is given to building the relationship between variables and possible causes of the trend for certain problems. Since we are going to find the different challenges and we are not interested in the strength of the relationship between different variables descriptive statistics is the best methodology for conducting this research. This is also important all other methodology are lengthy and time taking and keeping the time constraint this is the most feasible methodology. Data is collected through interview and data collection tool or instrument such as questionnaire.

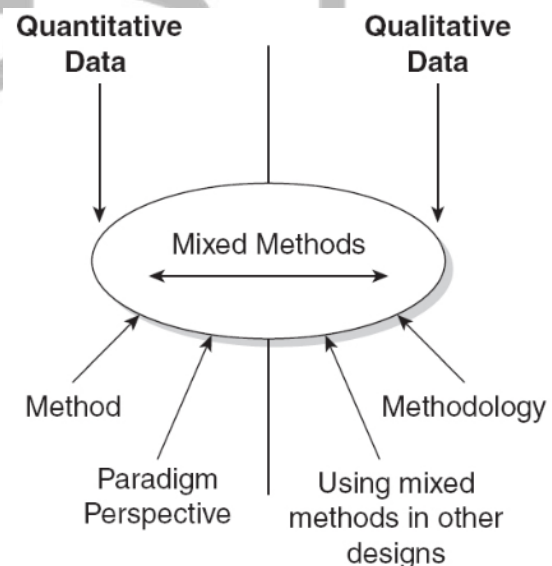


Figure 1: Mixed research method

## 6. Result Analysis

The logistics and supply chain efficiency was evaluated from questionnaires and interviews. It was found that most of the employees look for advancement in logistics operations. Organizations

can also have a benefit if the technology is used for updating warehouse operations. Moreover, the Oman logistics environment would pose challenges for the company. Use of IT reduce the time of overall warehouse operations.

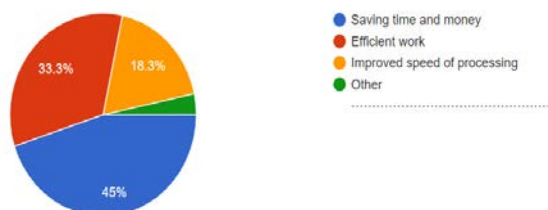


Figure 2: IT operations reducing time

To solve the challenges, the company needs to transform its operations and look for new modes for business integration. The research also found that logistics management impacts the servicing industry. The online track of parcel and courier can bring a revolution for the company in Oman Market [17]. The logistics strategy in Oman was evaluated on the base of the survey and questionnaire. It was found the present strategy had many flaws for the company. Many organizations use manual procedures for the logistics system, and it posed a threat toward efficiency. Most of the customers were not satisfied with company operations. There were delays in the products and the logistics department was responsible for the inefficiency. Moreover, the survey showed some of the positive factors for the Oman logistics environment. Most of the companies operating in Oman had changed the logistics procedure and the electronic system is used for the products and service delivery. From the questionnaire and interview, it was found that best practices are being implemented in Oman's business environment. For these people, many of the Oman employees were interviewed about their job and monthly performance. All of the people said that our warehouse strategy has provided a competitive edge over the rival courier companies in Oman. It was also found that organizational operations need a large improvement because the new market would pose additional challenges Oman is a country whose logistic sector is developed. It provides a profit for the country and increases the revenue streams. The best practice for the warehouse was to apply RFID and E tagging approaches for inventory [8]. From the questionnaire, the warehouse, and key performance indicators for courier companies was researched. Data analysis show that employee performance and service delivery remain

key indicators for the company. More the integration of management and enhancement in the supply chain was also a critical factor from research. It provided important concepts for new directions in business. A courier company needs to look for targeted delivery. It was found from the survey that supply chain integration can bring the best results for the company and enhance the business factors.

## 7. Conclusion

The study revolves around the impact of logistics and supply on courier companies in Oman. The company plan to open its business in Oman. For this purpose, logistics and supply chain should integrate with the present business practices. The Oman employee provided information for the research. In this are the relationship between warehouse and supply chain was discussed. It can be started from the research findings that the logistics strategy of organizations should be improved to have a positive sense of business in Oman. Oman's market is competitive and would require improvement in the supply chain department.

## 8. Recommendation

The supply chain and logistics sector can have the following recommendations at their disposal. It is recommended that the company should focus on existing issues of supply chain and remove the inefficiencies. Manual input is prone to a series of errors and would increase the problem for the company in Oman's environment. To resolve all the current challenges company should track orders with technology and allow customers an efficient service for courier business. Courier companies have to deal with numerous queries of customers. The couriers stack up in inventory and it is difficult to track each of the entries. It is recommended that the radio frequency identification system should be used for each of the consignment. It would help to bring customer satisfaction and provide information for the state of the art controls. Moreover, the delivery can be assisted with the help of Oracle base services. The organizational management needs to look towards a web interface for assisting customers and meeting the competition in the Oman market. This is because as a new company, logistics and supply chain would require improvement. A web interface would not only connect customers but also aid in improvement for service. A complete track of entries would be made with the computer system and it would be a secure source for information storage. It is recommended

that a web interface should be created by the company to deal with the supply chain process.

It is recommended that management should have an integration with the supply chain department of their company. This area was missing from the company supply chain policy. To get benefit from business in Oman Company need to modify the business strategy and provide a clear stance for Omani customers.

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