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The Impact of Logistics Service Provision management on the Growth of Aviation Company Case of Camair-Co.

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ABSTRACT

This piece of work is titled “the impact of logistics service provision on the growth of aviation companies” case of Camair-Co. it has been written due to the problem of customer satisfaction that impact the growth of aviation industries and subordinates. This led to the development of the following specific research objectives; consumer service, information flow, and forecasting. Due to the objectives the following specific research questions were asked; is there a link between customer service and the growth of aviation companies? Is there a link between forecasting and the growth of aviation companies? Is there a link between information flow and the growth of aviation companies? This work was backed by two theories; the cause effect theory by karou Ishikawa (1960) and the Vrooms expectancy theory of 1933 for customer satisfaction. Major findings revealed that even though they are aware of the use of logistics service decision making techniques, they do not implement it in their institutions, and this affecting them negatively as they at times face forecasting problems and customer satisfactory problem. The researcher then concluded that logistics service has an impact on the survival/growth of aviation companies. The researcher recommended that if institution desires to exist for long, they should implement logistics service like the aspect of forecasting as it will help them to manage their aspect of planning activities in their institution.

Key words**: logistics, growth, service provision, aviation companies**

INTRODUCTION

Air transportation is plan and organize base on certain factors, when typically great distances have to be overcome meeting the economic and physiological needs, asking for fast, convenient and safe services [Jana F. 2017]. It is important that anyone involved in air operations be acquainted with the relevant logistics provision services. According to G.BRINT R. [2022], Logistics management and aviation are two of the most crucial areas of growth in companies throughout the world.

Evidently, there have been so many complaints that public sectors such as aviation companies, have been under-performing, and lack of discipline have been attributed among the causal factors. Staff indiscipline is entrenched in the industry civil service and the conventional function of policy implementation has been negatively affected. As a matter of fact, the body which is charge with the responsibility of maintaining customer relationship and discipline in aviation companies and parastatals has been deficient in this function.

Like in the case of Camair-Co, according to [Melaine N, 2016]., it is logical that, in a competitive and ever-growing aviation market, Camair-Co should own a greater market share and provide topnotch services to its clientele. However, the company has fallen far below expectations there by calling for a huge change in strategy. Created in 2006 by presidential decree Camair-Co went operational on March 28th 2011, with a fleet of three aircraft and enormous enthusiasm. Now, with five years of operations serving four destinations (N'djamena, Libreville, Brazzaville and Kinshasa) in Central Africa, three (Cotonou, Ikeja and Abidjan) in West Africa and one (Paris) in Europe, this lone state-owned airline company can boast only a fleet of five airplanes.

Like the case of Camair-Co. that faced the problem of customer satisfaction .Its therefor pushes the researcher to investigate on "The Impact of Logistics Services Provision management on the Growth of Aviation Companies" as the main objectives and specifically we have .To examine the link between customer service and the growth of aviation companies. To examine the relationship between forecasting and the growth of aviation companies. To examine the link between information flow and the growth of aviation companies.

LITERATURE REVIEW

Here we will look at what other authors say about logistics service provision.

2.1.1 Vroom's Expectancy Theory of 1933

This theory states that the individual has different mindset about goals and will be motivated if they have certain expectation. In essence, the motivation of the behavior selection is determined by the desirability of the outcome. Expectancy theory is all about choice making and explains the processes that an individual will undergo in other to take a decision. In the study of organizational behavior, expectancy theory is a motivation theory. This theory emphasizes the needs for organizations to relate rewards directly to performance and to ensure that the rewards provided are those rewards deserved and wanted by the recipient. This theory of motivation explains the behavioral process of why individuals choose one behavioral option over the other. That is individual will be motivated towards goals if they believe that there is a positive correlation between efforts and performance. The outcome of a favorable performance will result in a desirable reward. Vroom introduced three variables within the expectancy theory, which are valence (V), expectancy (E) and instrumentality (I).

2.1.2 The Cause effect Theory by Ishikawa (1960)

Karou Ishikawa builds on Feigenbaum's concept of total quality and suggested that all employees have greater role to play, arguing that an over-reliance on quality professional world limits the potential for improvement. To Ishikawa, the same procedures the same effects therefore it is necessary to identify the potentials factor causing an overall effect. The cause might include; people, method, machines, environment etc. maintaining that company-wide participation can affect quality, all areas should study statistical techniques and implement as required with internal and external Quality Audit Program. Going on to name areas such as engineering, design, manufacturing was required from the top management to the front-line staffs. As every area of an organization, sales materials planning, accountancy, business and personnel that cannot improve internally but also provide the essential information to allow strategic management decisions to be made concerning the organization. Under the 'company-wide' Ishikawa umbrella are not just a company's internal quality control activities but the company itself, quality of management human respect, after sales service and customer care.

METHODOLOGY

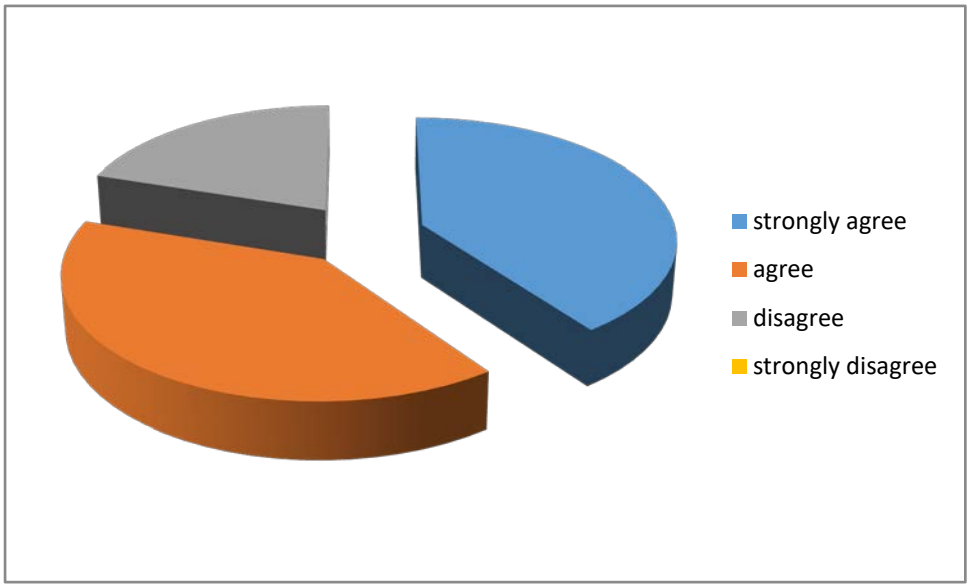
The current study adopted descriptive research designs. The main instrument used in this study is the questionnaire. Data is analysed using descriptive and inferential statistics. Descriptive statistics involves tables and pie chart, while inferential statistics will warrant the researcher to analyze data using correlation. The Statistical Package for Social Sciences (SPSS) version 20.0 would be used to analyze data. The representation is done in a way that information could easily be interpreted and understood.

The hypotheses were tested using the Spearman Rank Correlation coefficient to determine the relationship that exist between the variables based on the Z statistic value as compared to the critical value where the decision rule was derived and then later interpreted.

Figure 1: Distribution according to customer service influences aviation companies.

Customer service			
		Frequency	Percent
Valid	strongly agree	12	60.0
	Agree	5	25.0
	disagree	2	10.0
	strongly disagree	1	5.0
	Total	20	100.0

Source: drawn by author from questionnaire responses, CAMAIR-CO.

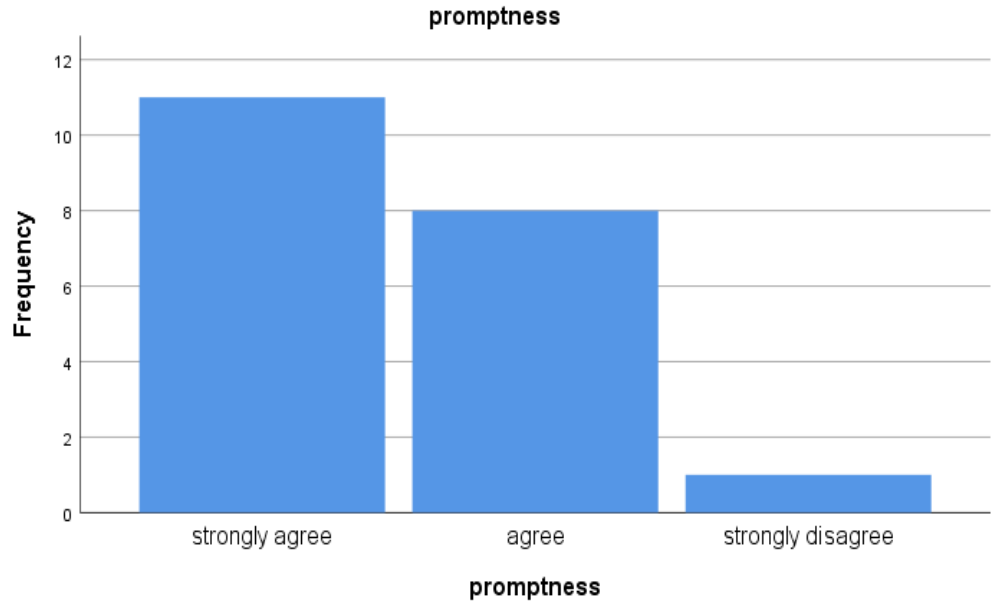


From the above, 60.0% of the workers strongly agree, 25.0% agreed, 10% disagree and 5% strongly disagree the fact that customer service has an influence on the growth of companies. And from the data above it can be seen that (60.0+25.0=85) % are for the fact while only (10.0+5.0=15) % are against showing that 85% of the workers agreed that it has an influence. while 45% of the population were against.

Table 2: The distribution of the promptness in service increases the performance of aviation companies

Promptness			
		Frequency	Percent
Valid	strongly agree	11	55.0
	agree	8	40.0
	strongly disagree	1	5.0
	Total	20	100.0

Source: drawn by author from questionnaire responses, CAMAIR-CO.



Source: drawn by author from questionnaire responses, CAMAIR-CO.

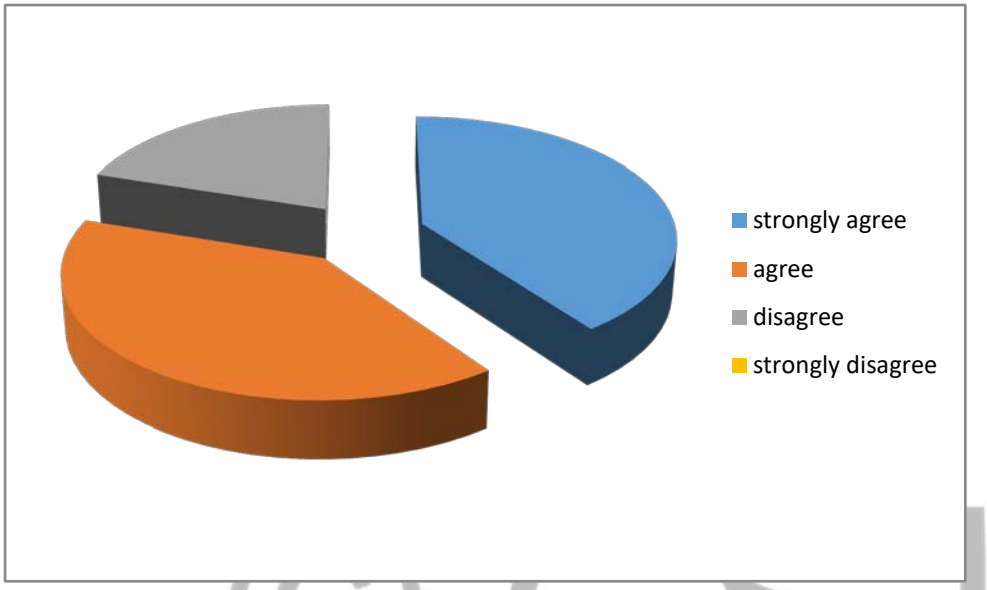
From table 6 above, 55% of the respondent strongly agreed the fact that promptness in services increases performance, also 40% agree, 5% strongly disagree; from these, it is clear that majority of the respondent that is (55+40=95) % do agree that their promptness increases the performance of companies. Indicating the institution should implement promptness in their services.

Table 3: Top-tier knowledge increases they performance of aviation services

Top-tier knowledge			
		Frequency	Percent
Valid	strongly agree	5	25.0
	agree	7	35.0
	disagree	7	35.0

	Total	19	95.0
Missing	System	1	5.0
Total		20	100.0

Source: drawn by author from questionnaire responses, CAMAIR-CO.



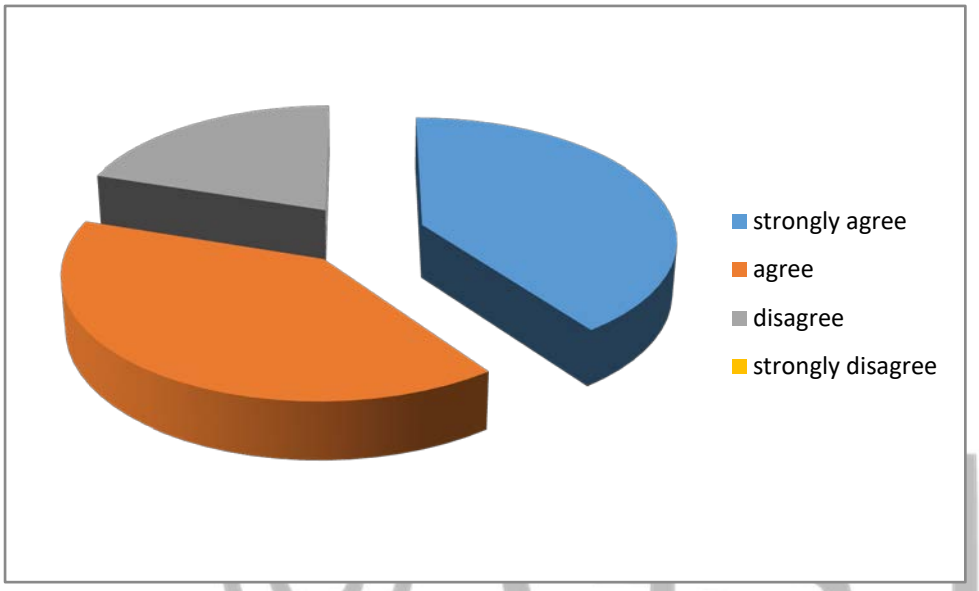
From the above table, 25% strongly agree that top-tier knowledge increases performance, 35% agree, while 35% disagree. From these, it shows the majority of the population is for the fact that top-tier knowledge increases performance, making aviation companies to enhance their decisions with a percentage of 60% respondents.

Table 4: Friendliness improves the performance of airlines companies

Friendliness			
		Frequency	Percent
Valid	strongly agree	11	55.0
	agree	7	35.0
	disagree	1	5.0

	strongly disagree	1	5.0
	Total	20	100.0

Source: drawn by author from questionnaire responses, CAMAIR-CO.

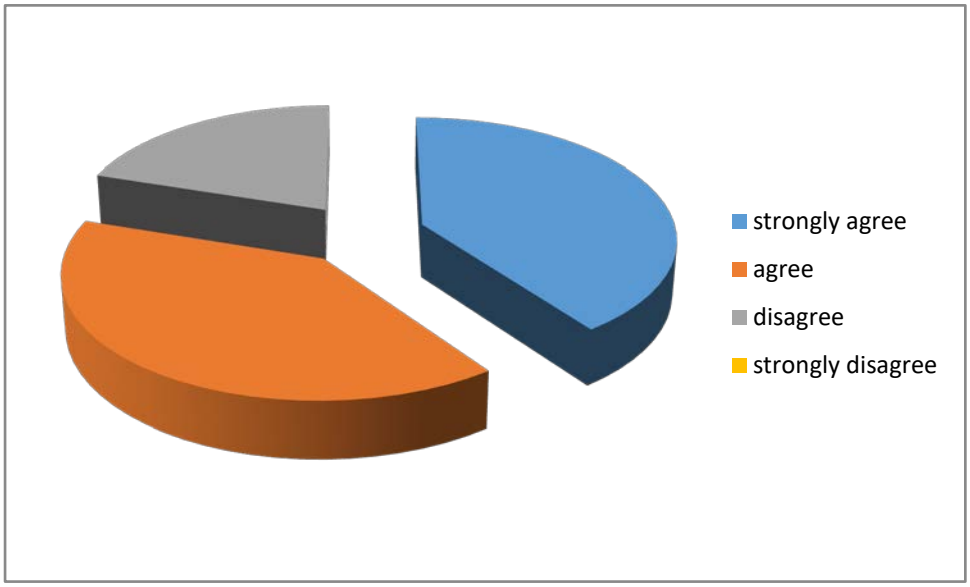


Looking at the above table, it can be seen that 55% of the population under study strongly agree that friendliness improves performance of craft companies, 35% agrees, 5% strongly agree. It shows that (55+35=90) % of the employees disagrees the fact that friendliness improves the performance of airlines companies.

Table 4: Customer satisfaction has an impact on aviation companies

customer satisfaction			
		Frequency	Percent
Valid	strongly agree	14	70.0
	agree	4	20.0
	strongly disagree	2	10.0
	Total	20	100.0

Source: drawn by author from questionnaire responses, CAMAIR-CO.

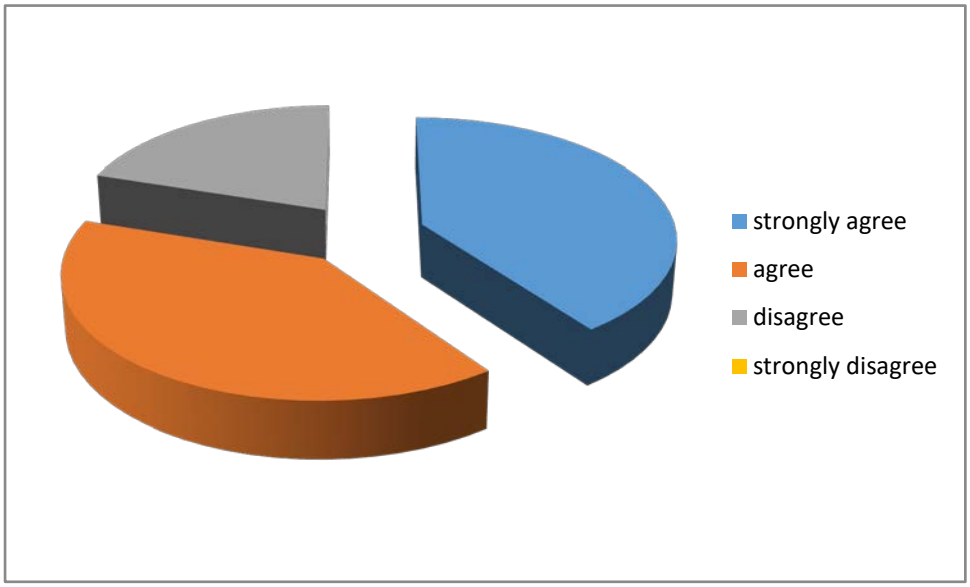


From the table above, 70% of the respondents strongly agree the fact that customers have an impact on the growth on airlines companies, 20% agree the fact, 10% strongly disagree. It shows that (70+20=90) % of the respondents agree the fact that customer satisfaction has an impact on airlines companies.

Table 6: information flow has an impact on the growth of aviation companies

information flow			
		Frequency	Percent
Valid	strongly agree	13	65.0
	agree	4	20.0
	disagree	1	5.0
	strongly disagree	2	10.0
	Total	20	100.0

Source: drawn by author from questionnaire responses,CAMAIR-CO.

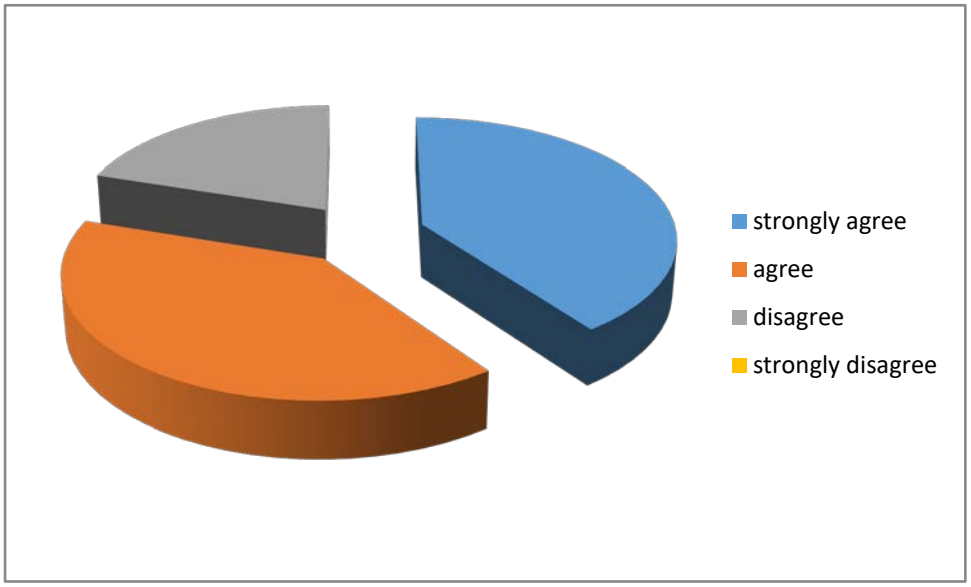


From the above, 65% of the employees strongly agree that information flow has an impact on companies, 20% agree, 5% disagree, 10% strongly disagree. From the above percentage, it is (65+20=70) % agree the fact that information flow has an impact on companies.

Table 7: The use of ICT facilitates the flow of information in aviation companies

ICT			
		Frequency	Percent
Valid	strongly agree	10	50.0
	agree	8	40.0
	disagree	2	10.0
	Total	20	100.0

Source: drawn by author from questionnaire responses, CAMAIR-CO..

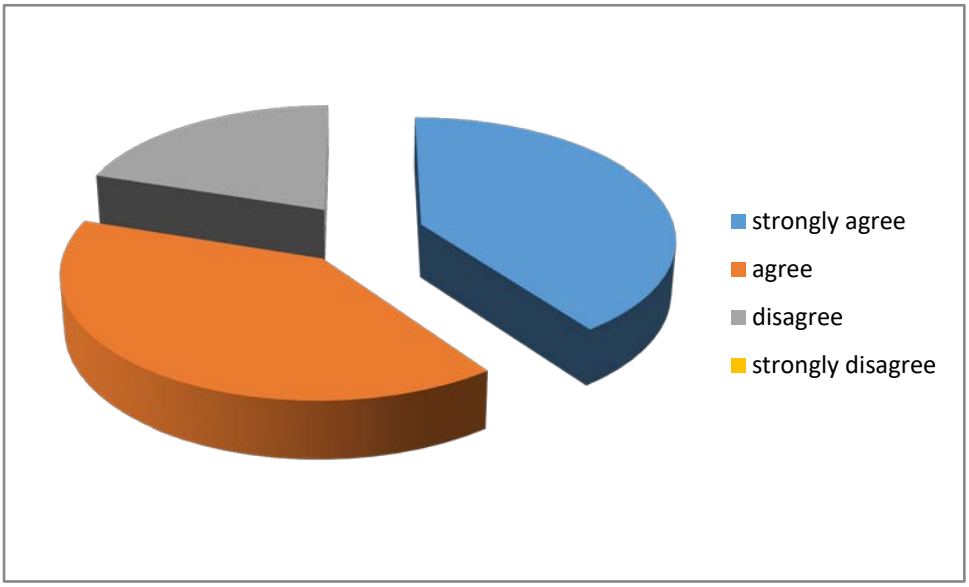


Looking at the above, 50% of the respondents are strongly agree the fact that ICT facilitates information in CAMAIR-CO., 40% agree, 10% disagree, and 0% strongly disagree. From these it can be clearly seen that almost all the respondents that is (50+40=90) %, agrees the fact that ICT has facilitated information in companies.

Table 8: The use of aviation language influences the performance of aviation activities

use of aviation language			
		Frequency	Percent
Valid	strongly agree	9	45.0
	agree	9	45.0
	disagree	1	5.0
	strongly disagree	1	5.0
	Total	20	100.0

Source: drawn by author from questionnaire responses, CAMAIR-CO..

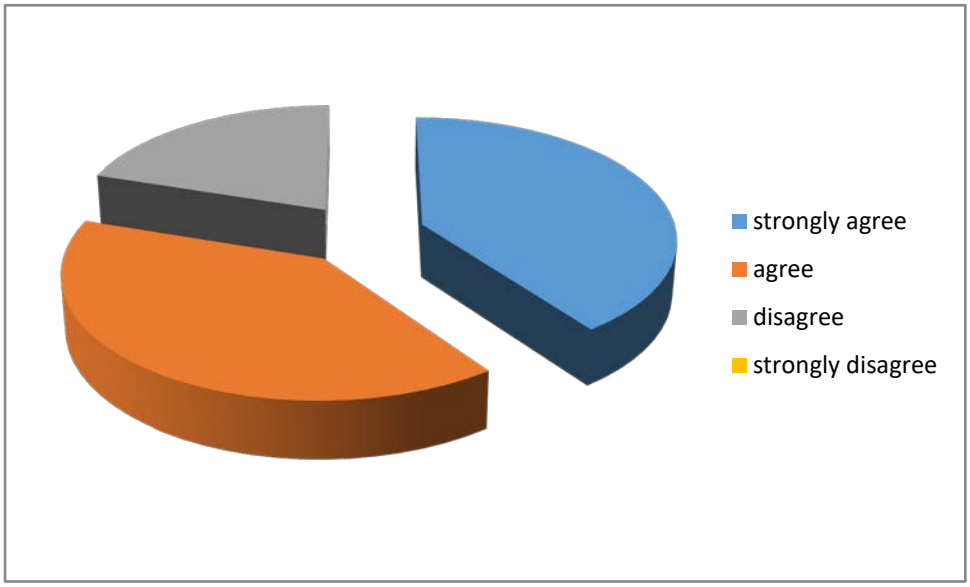


From table 12 above, 45% strongly agree that Camair-Co. will perform well if use of aviation languages, 45% agrees, 5% disagree and 5% strongly disagree. From the percentage above, it is seen that majority of the population do accepts the fact that the institution will do well if aviation languages are well implemented as showed by the percentage that is (45+45=90) %. This indicates that workers of Camair-Co. have not a clear knowledge of the impact of aviation language on their company if managers pay attention to it.

Table 9: The structure of organization detects the direction of aviation companies.

structure of organisation			
		Frequency	Percent
Valid	strongly agree	7	35.0
	agree	8	40.0
	disagree	3	15.0
	strongly disagree	2	10.0
	Total	20	100.0

Source: drawn by author from questionnaire responses, CAMAIR-CO..

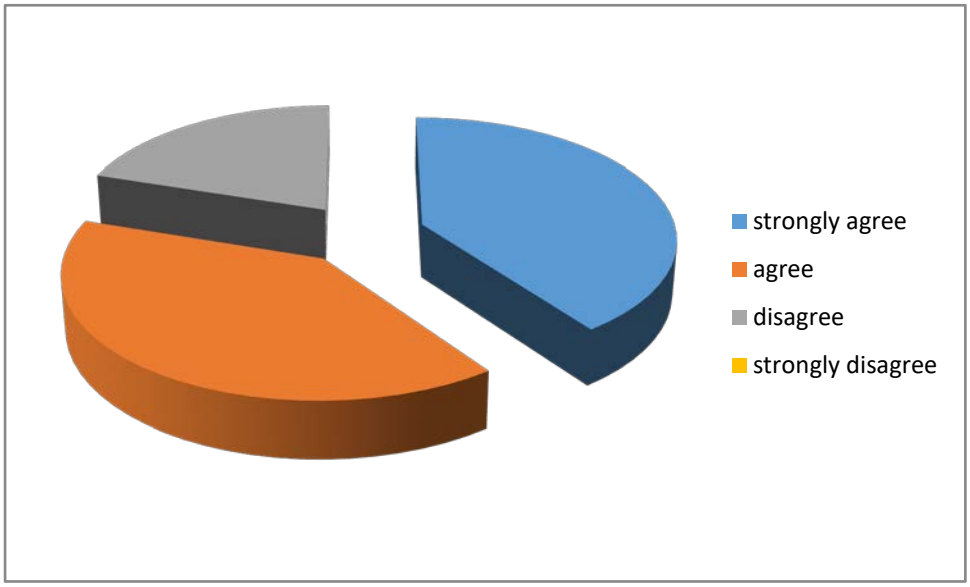


From the above view, 35% of the respondents strongly agree that an organization structure will determine an aviation company, 40% agree, 15% strongly agree and 10% disagree. This majority of the population agreed that there are moments when they can't meet up with the organization structures with the following percentage of 75% respondents.

Table 10: Forecasting has an influence on aircraft companies

Forecasting			
		Frequency	Percent
Valid	strongly agree	8	40.0
	agree	9	45.0
	disagree	2	10.0
	strongly disagree	1	5.0
	Total	20	100.0

Source: drawn by author from questionnaire responses, Camair-Co

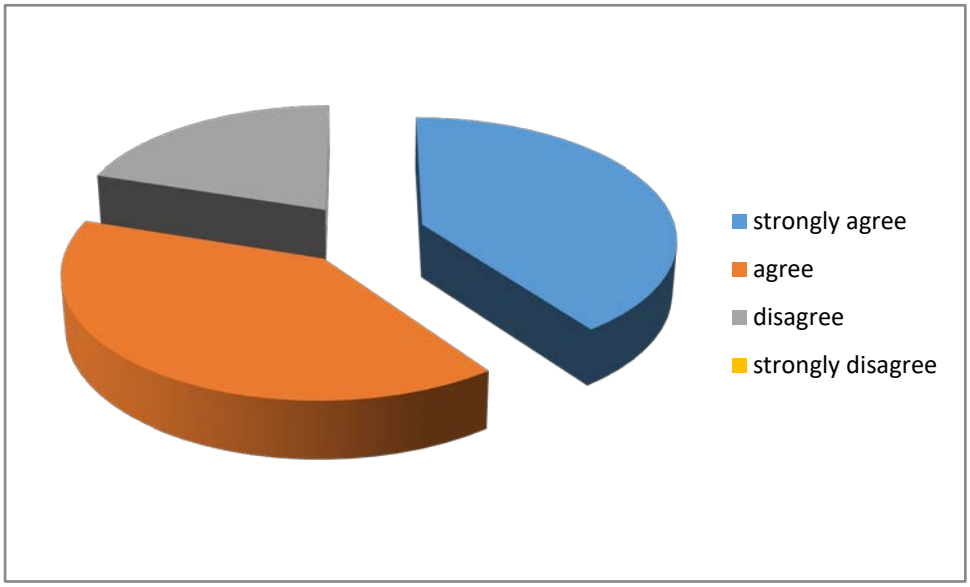


From the above, 40% of the respondent strongly agreed that forecasting has an influence aircraft companies, 45% agree, 10% disagree and 5% strongly disagree. From the above percentages it is seen that majority of the population do agree that forecasting helps an organization to know how to forecast that is (40+45= 85) % of the sampled population.

Table 11: Short term planning greatly influences aviation companies

Short term planning			
		Frequency	Percent
Valid	strongly agree	7	35.0
	agree	12	60.0
	disagree	1	5.0
	Total	20	100.0

Source: drawn by author from questionnaire responses, Camair-Co..

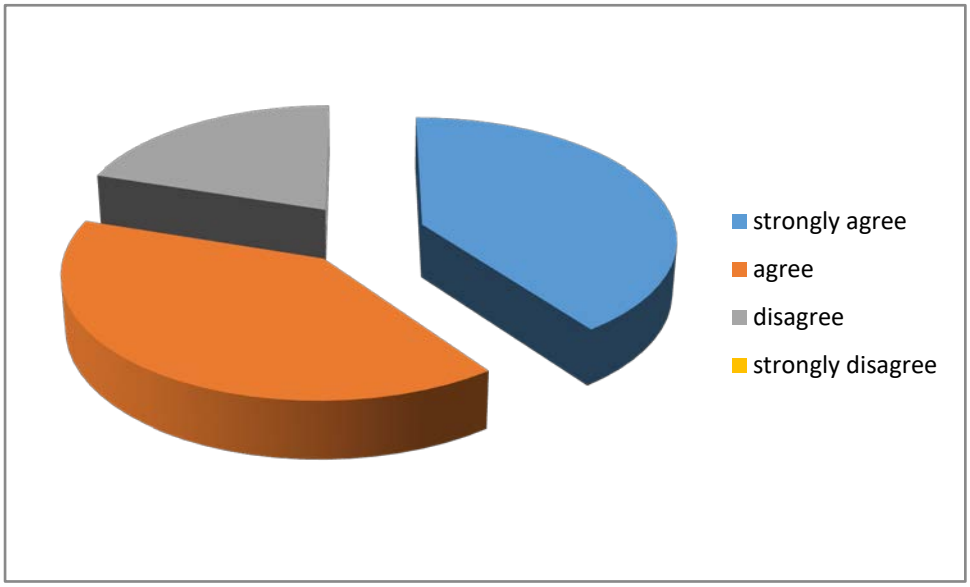


From the above, 35% of the respondent strongly agrees that short term planning greatly influences aviation companies, 60% agree, 5% disagree. From the above percentages it is seen that majority of the population do agree that short term planning influences companies that is 95% of the sampled population.

Table 13: Time forecasting has an influence on aviation companies

Direct Forecasting			
		Frequency	Percent
Valid	strongly agree	8	40.0
	agree	8	40.0
	disagree	4	20.0
	Total	20	100.0

Source: drawn by author from questionnaire responses, CAMAIR-CO..



From the above table, 20% strongly disagree that time forecasting has an influence on airline companies, 40% agree, 40% strongly agree. From the above percentage it is seen that majority of the population are for the fact that time forecasting has an influence on airline companies that is 80% of the sample population.

B- HYPOTHESES TESTING

According to Kerlinger (1978) a hypothesis is a predicted answer to a research question or problem. In social science research, there exist two types of hypotheses; the research hypothesis (sometimes called the alternative hypothesis) denoted by Ha which represents the hypothesis that the researcher wants to verify and the statistical or null hypothesis denoted as Ho. These hypotheses are usually stated in terms of independent and dependent variables. In the course of this research project, three alternative hypotheses were formulated as follows;

Ha1: There is a relationship between customer service and the growth of aviation companies.
Ha2: There is a relationship between forecasting and the growth of aviation companies.
Ha3: There is a relationship that exists between information flow and the growth of aviation companies.

In order to test these hypotheses above, we used the Pearson Product-correlation index. The questionnaire administered to Camair-Co. workers (Appendix one). After collecting the answered questionnaire from the field, these questions were keyed into the statistical package

for social sciences SPSS version 20.0 and the variables were later transformed to composite variables. These variables were transformed per hypothesis.

All the hypotheses were tested at a significance level of α= .05. The entire test was two tailed. Decision Role-Reading Critical value and comparing with calculated value
-If the calculated value is greater than the critical value, then the Null (H0) hypothesis is rejected, thus accepting the research (Alternative) hypothesis and vice versa.
-If the direction of the correlation is positive, it means that an increase in variable X will lead to a corresponding increase in variable Y and vice versa. Alternatively, a negative correlation signifies that an increase in variable X will lead to a decrease in variable Y and vice versa. Whereas, when the value of the correlation is zero, it means that there is significantly no relationship between the two variables.

The quantity r, called the linear correlation coefficient, measures the strength and the direction of a linear relationship between two variables. The linear correlation coefficient is sometimes referred to as the Pearson product moment correlation coefficient in honor of its developer Karl Pearson. The value of r is such that $-1 < r < +1$. The + and – signs are used for positive linear correlations and negative linear correlations, respectively. Positive correlation: If x and y have a strong positive linear correlation, r is close to +1. An r value of exactly +1 indicates a perfect positive fit. Positive values indicate a relationship between x and y variables such that as values for x increase, values for y also increase. Negative correlation: If x and y have a strong negative linear correlation, r is close to -1. An r value of exactly -1 indicates a perfect negative fit. Negative values indicate a relationship between x and y such that as values for x increase, values for y decrease. No correlation: If there is no linear correlation or a weak linear correlation, r is close to 0. A value near zero means that there is a random, nonlinear relationship between the two variables Note that r is a dimensionless quantity; that is, it does not depend on the units employed. A perfect correlation of ± 1 occurs only when the data points all lie exactly on a straight line. If r = +1, the slope of this line is positive. If r = -1, the slope of this line is negative.

A correlation greater than 0.8 is generally described as strong, whereas a correlation less than 0.5 is generally described as weak. These values can vary based upon the "type" of data being examined. A study utilizing scientific data may require a stronger correlation than a study using social science data. The coefficient of determination, r^2, is useful because it

gives the proportion of the variance (fluctuation) of one variable that is predictable from the other variable. It is a measure that allows us to determine how certain one can be in making predictions from a certain model/graph. The coefficient of determination is the ratio of the explained variation to the total variation The coefficient of determination is such that $0 < r^2 < 1$, and denotes the strength of the linear association between x and y. The coefficient of determination represents the percent of the data that is the closes to the line of best fit. For example, if $r = 0.564$, then $r^2 = 0.890$, which means that 89% of the total variation in y can be explained by the linear relationship between x and y (as described by the regression equation). The other 11% of the total variation in y remains unexplained. The coefficient of determination is a measure of how well the regression line represents the data. If the regression line passes exactly through every point on the scatter plot, it would be able to explain all of the variation. The further the line is away from the points, the less it is able to explain.

Hypothesis one

Ha: There is a significant relationship between Customer service and the growth of aviation companies

Ho: There is no significant relationship between Customer service and the growth of aviation companies

Each of these composite variables was then correlated with the composite variable growth of aviation companies. This data was then analyzed using SPSS and the correlation matrix generated by the software is presented on the table below;

Correlations

		Customer service	Growth of aviation companies
Customer service	Pearson Correlation	1	.241
	Sig. (2-tailed)		.574
	N	20	20

Growth of aviation companies	Pearson Correlation	.241	1
	Sig. (2-tailed)	.574	
	N	20	20
Coefficient of determination(r^2)		**0.32**	

Field work, NOVEMBER CAMAIR-CO. * Significant at .05 level

From the table presented above, we realized that the direction of the correlation is positive. However, we also realized that it's a moderate positive relationship. To better demonstrate this, we interpreted that Customer service has a moderate correlation value with Growth of aviation companies.

Interpretation of findings

The values in the table show the correlation while the coefficient of determination shows the direction of the correlation. This means that the correlation was a moderate positive correlation meaning that Customer service directly affects the Growth of aviation companies and thus the company success. Or we can say that there is a positive correlation in terms of managers of Camair-Co. having the tendency to think of solving problems, planning, creativity and strategic in order to make the organization to be up to its expectation. Employees with a strong affective commitment continue employment with the organization because they want to do so.

Hypothesis two

Ha: There is a significant relationship between Forecasting and the growth of aviation companies

Ho: There is no significant relationship between Forecasting and the growth of aviation companies

To test this particular hypothesis, the questions where transformed into composite variables. Each of these composite (Forecasting) variables were then correlated with the composite variable derived from the dependent variable (growth of aviation companies) using the Pearson product-moment correlation index. The summary can be presented on table below.

Correlations

		Forecasting	Growth of aviation companies
Forecasting	Pearson Correlation	1	.171
	Sig. (2-tailed)		.625
	N	20	20
Growth of aviation companies	Pearson Correlation	.171	1
	Sig. (2-tailed)	.625	
	N	20	20
Coefficient of determination(r^2)		**0.691**	

Field work, Camair-Co. * Significant at .05 level

Interpretation of findings

Forecasting showed a high and positive correlation value of .625, it signifies that if the managers of Camair-Co. uses Forecasting on its employees and customers hence affect the growth of the company on a positive direction. However, the fact that the direction of the correlation was positive indicates that, an improvement in the qualities of training the person using his skills could ensure the performance will improve significantly. According to Malone (1984) there are a few well-known facts about forecasting that is important to always remember. First, forecast, in general, is always wrong. No forecast is perfectly accurate; therefore, the goal is to achieve forecast within minimum error. Third, aggregate forecast, where data is drawn from various sources are generally more accurate than disaggregate forecast. Forecasting models consist of two components: a sys thematic component and a random component. The systematic component is what we are trying to predict, and often exhibits trends, or seasonality. (p. 216). We therefore accept Ha (the alternative hypothesis) and reject Ho (the null hypothesis) thus postulating that they is a significant relationship between the two variables.

Hypothesis three

Ho: There is no significant relationship between Information flow and the growth of aviation companies

Ha: There is a significant relationship between Information flow and the growth of aviation companies.

Correlations

		Information flow	growth of aviation companies
Information flow	Pearson Correlation	1	.751
	Sig. (2-tailed)		.327
	N	20	20
Growth of aviation companies	Pearson Correlation	.327	1
	Sig. (2-tailed)	.751	
	N	20	20
Coefficient of determination(r^2)		**0.564**	

Field work, Camair-Co. * Significant at .05 level

Interpretation of findings

The calculated value of the correlation between Information flow and the Growth of aviation companies show a strong positive correlation at a significant level of 0,05. This indicates that, there was a significant relationship between Information flow and the Growth of aviation companies. When the direction of correlation is positive, it means that as variable X increases, variable Y will increase and vice versa.

Since the direction of the correlation is positive at .564, it simply implies that Information flow have a contribution to the growth of aviation companies.. Therefore based on our findings we reject Ho and accept Ha stipulating that there is a significant relationship between refresher training and performance.

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

DISCUSSIONS

From our findings it is realized that hypothesis one show that there is a link between Customer service and the growth of aviation companies. This can be seen on table 5 where 60.0% of the workers strongly agree, 25.0% agreed, 10% disagree and 5% strongly disagree the fact that customer service has an influence on the growth of companies. According to Bovée & Thill (1992), quality and customer services present strong barrier against the competition, ensure customer loyalty; help to differentiate product and decrease marketing costs and increase company profit. Nowadays industrial producers are becoming providers of customer services too. This situation helps to extend their activities for customers. In fact, profit from provided customer services can be gained both for customers and also for companies. Many customers make final purchasing decision not only according to the product price, but also according to the range and level of customer services related to the product.

Also on table 6 we see that 55% of the respondent strongly agreed the fact that promptness in services increases performance, also 40% agree, 5% strongly disagree; from these, it is clear that majority of the respondent that is do agree that their promptness increases the performance of companies. Indicating the institution should implement promptness in their services. Most of companies working in different spheres of economy know very well that strategy of differentiation on the basis of special and “customized” services can be seen as an important opportunity to avoid a price war with competitors. Therefore, customer services become an integral part of searching for competition advantages in a wide range of economic spheres. There are some possible reasons concerning the above tendency, which may be mentioned here: flattening of demand in traditional production, increasing of international competition, a short life cycle of product innovations and important profit potential of services.

Hypothesis two also shows that there is a link between Forecasting and the growth of aviation companies. That is why in testing the second hypothesis we see that forecasting showed a high and positive correlation value of .625, it signifies that if the managers of Camair-Co. uses Forecasting on its employees and customers hence affect the growth of the company on a positive direction. However, the fact that the direction of the correlation was positive indicates that, an improvement in the qualities of training the person using his skills could ensure the performance will improve significantly. In general, forecasting techniques can be broken down into two categories; quantitative and qualitative. Quantitative forecasting

techniques consist of either time series analysis or causal models and rely heavily on historical data.

From table 14 we see that 40% of the respondent strongly agreed that forecasting has an influence aircraft companies, 45% agree, 10% disagree and 5% strongly disagree. From the above percentages it is seen that majority of the population do agree that forecasting helps an organization to know how to forecast that is (40+45= 85) % of the sampled population. Holt's method, moving average and trend projection are just few examples of time series techniques. Causal methods consist of many different regression models. To contract, qualitative forecasting techniques are much less methodical and rely on judgment. Some examples are the Delphi method and sale force composites. Also on table 16 it is seen that 20% strongly disagree that time forecasting has an influence on airline companies, 40% agree, 40% strongly agree. From the above percentage it is seen that majority of the population are for the fact that time forecasting has an influence on airline companies that is 80% of the sample population.

Hypothesis three shows a link between information flow and the growth of aviation companies. From testing the hypothesis we realize the direction of the correlation is positive at .564, it simply implies that Information flow have a contribution to the growth of aviation companies. In order to cope with the issue of document indexing, search and retrieval and use of documents business information, the process of classification and metadata specification is focused on the selection of a set of labels representing contents as well as context-related properties of documents. From table 10 we see that 65% of the employees strongly agree that information flow has an impact on companies, 20% agree, 5% disagree, 10% strongly disagree. From the above percentage, it is seen that majority of the respondents agree with the fact that information flow has an impact on companies.

CONCLUSIONS

From our findings we can conclude that logistic services like customers service, sales forecast and even information sharing is very vital for the growth of marketing organizations especially with aviation companies like Camair-Co. Many customers make final purchasing decision not only according to the product price, but also according to the range and level of customer services related to the product. The companies which try to hold dominant position in provided customer services are forced to determinate and evaluate specific needs of their market segment and adapt their company strategy for them. Most of companies working in different spheres of economy know very well that strategy of differentiation on the basis of special and "customized" services can be seen as an important opportunity to avoid a price war with competitors. Therefore, customer services become an integral part of searching for

competition advantages in a wide range of economic spheres. In order to cope with the issue of document indexing, search and retrieval and use of documents business information, the process of classification and metadata specification is focused on the selection of a set of labels representing contents as well as context-related properties of documents.

5.3. RECOMMENDATIONS

Based on our findings the following recommendations were made;

- Firstly the company should be conscious about the likes and dislikes of their customers and make sure they put all in place to satisfy their customers. Remember in marketing one satisfied customer brings in ten more customers and vice versa. Therefore customer service skills like empathy, listening, smiling and communication skills should be emphasised in order to bring in more customers.
- Also the company should be able to understand the present market situation in other to make forecast about the future be it short, medium or long term forecast.
- Lastly information flow should be transparent as possible and to make sure the information reaches the right target. Information helps the customers to be aware of the company's product and as well as their qualities and based on this the customers will have that urge to buy hence influencing growth og the organisation.

In future research the candidate will like to work on the impact of Logistic flow on organisational performance.

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