

How 3pl Logistics Manage The Supply Chain In Business Operations?

Logistics is the complex operational unit that helps in running out a business in a smooth way. It involves storing and movements of goods for transportation to be delivered to the customers. It has stages that consists of different services that are important for business operations.



What is the supply chain?

The process of procurement and distribution of the goods is the supply chain. In the distribution centre, the products are stored in order to be distributed outside, in the centre, the products also go through many services. 3pl logistics provides the raw material in the initial stage of the supply chain and meet the needs of the customers which is the end-stage.

How 3pl logistics manage?

3pl logistics brings flexibility as well as the consistency in the operation. They help through in the supply chain the following ways-

1. **Warehousing or a distribution centre-** distribution systems are used to store in the products so to distribute them further. There are many

other services that involve the customer needs such as in the distribution centre, the products are packaged in a way that makes it convenient in handling. There are racks and grids made in the centre in order to make the controlling and management easy.

2. **Distribution** – in this process, 3pl logistics ensures to make the goods available to be sold to the customers. The products should sell in a matter so that there should be cost efficient. It depends on them how they want to move forward with the distribution process that is –

- Exclusive
- Selective
- Mass

There are different channels they go through in order to distribute, it does matter whether they want to use an intermediary or not.

3. **Transportation**- They transport the goods from the warehouse to the desired place, they provide all the services, including air and sea freight services along with the land as well. Before, transportation, they label and pack as well.

4. **Fulfilment services** – 3pl logistics manages the supply chain by making the inquiries with the customers and reports it back to the business they work for. They have to consider and survey about the fulfilment services. They have to look after the total order placed and keep track of the products. If the order is suddenly changed by the customers then, they have to adjust the orders quickly for the smooth running of the business.

5. **Customs brokerage**- to get the customs clearance, there should be a certain label on the cargo in order to be passed. A customs broker will fill and pull up the desired documents. It is the duty of a 3pl logistics to get the clearance fast and without bringing any notice.

In the smooth running of the services given, they have to manage the supply chain in a more efficient manner, as liking of the product is the sole purpose of any business. Customers are the one who has to use it, so to make them in the reach of their desired product is the very important aspect of the business. 3pl logistics manage the supply chain to meet the demand.