

# Distribution Channel Management – Client Fulfilment In Logistics of Tirupur Garment Industries

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**Abstract-** In the Current Scenario the area of Logistics is grooming in the field of manufacturing. The Logistics sector coordinates all the activities in the companies to provide available products for their clients in the right place and time. The Researcher analyse the efficient of Distribution channel system of the logistics organisations in the tirupur Garment industries. Logistics activities play an essential role for the garment industries, and therefore the logistics of the business and the management of the supply channel is the synergy of the concepts, principles and methods. This paper deals with the client fulfilment of the logistics companies in Tirupur city and the factors like customer satisfaction was analysed and the suggestions were given to develop the channel system of the logistics organisation.

A distribution channel in the Manufacturing unit refers to the path or route through which goods and services travel to get from the place of production or manufacture to the final consumers. The effective management of distribution channels affects the firms to realize an efficient process of distribution, in distributing the final products from the producer to the last consumer. This paper observes the problems faced by customers due to logistics industries and The collection of primary data was realized by the compilation of a questionnaire, which helped in developing contacts where suitable remedies has been taken by using the statistical tools like percentage analysis used regarding logistics and the management of distribution channels.

**Keywords-** Logistics, Garment, management, Customers, distribution channels.

## I. INTRODUCTION

Distribution channels systems are the mutually dependent organisations included in the process of making goods or services available for use or consumption. Logistics as a service industry is integral to supply chain management. The term logistics is much broader in scope. It encompasses the procedures related to the physical movement of goods, both upstream and downstream activities, and the

management of the relationships with suppliers and customers. It is the management of the flow of goods and other services between the point of origin and the point of consumption in order to meet the requirements of consumers.

## Logistics Management Process

Logistics is viewed as the competent that links an enterprise with its consumers and suppliers. Information from and about customers' flows through the enterprise in the form of sales activity, forecast and orders. This information is thus translated into manufacturing and purchasing plans. As product and materials are procured, value addition takes place along with the inventory flow that ultimately results in transfer of ownership of finished products to customers. So the process of logistics can be viewed in terms of two inter-related efforts, inventory flow and information flow. This is termed as integrated logistics. The integrated logistics concept is shown in the following figure:

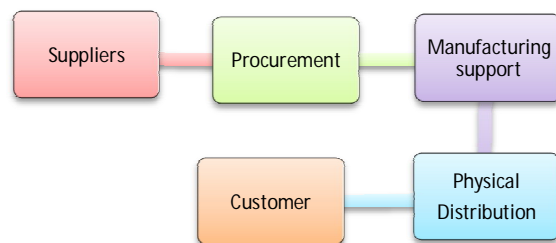


Fig-1

## II. REVIEW OF LITERATURE

- Coughlan, et al. 2006 prefers that the conflict occurs when one member's actions prevent another channel from achieving its goal affirm that conflict is an inherent aspect of interdependence relationships in distribution
- Menkhaus, et al., 2004 states that a well-chosen channel is necessary because it constitutes a significant competitive advantage, and it is designed to save costs, improve and increase efficiency, provide regular

transactions, provide a larger customer base, and allow businesses to focus on other aspects of the organization

- Coelho & Easingwood, 2003 analyses that the Distribution tends to be one of the most immutable of the marketing mix decisions, but a number of external factors have led to an increase in its importance, namely, pressures on competitive advantage, the increased power of distributors, pressure to reduce distribution costs, a new stress on growth, and new technological developments.
- Jobber, 2001 explained that the Intensive distribution is at one end of the scale where the policy is to distribute to as many outlets as possible
- Clarke, 2000 observes that the Designing a good distribution channel is fundamental to good marketing. Within the distribution channel is the ability to use intermediaries to strategically market a product or service

**OBJECTIVES OF THE STUDY:**

- 1) To study the independent features of the customers in Tirupur Logistics Companies.
- 2) To analyse the satisfaction level of customers in Logistics.
- 3) To find the problems faced by customers in logistics company.
- 4) To offer solutions to handle effective distribution system .

**SCOPE OF THE STUDY:**

The development of interest in logistics after industrial revolution and World War II contributed to the growth in scope of logistical activities. As the Logistics is flourishing area the industries depend upon this area to reach their product safely to the end consumers.

**LIMITATIONS OF THE STUDY:**

- The logistics covers a wide range of logistics activities. However, the Study is concentrated only on transportation and freight forwarding.
- As most of the freight forwarders were reluctant to disclose material facts, the available data is more regarded as estimates.
- In spite of the above limitations, all efforts have been made to ensure correctness in the data collection.

**III. RESEARCH METHODOLOGY**

Research is common parlance refer to “a search for knowledge”. One can also define research as a scientific and

systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation

**Data collection:**

The primary methods of data collection that is questionnaire technique was used to collect the data required. No of Respondents include both male and female. Convenience sampling method has been adopted under the non-probability sampling technique and about 100 samples have been collected for the study.

“A research design is the arrangement of conditions for collection and analysis of data in a Manner that aims to combine relevance to the research purpose with economy in procedure”

**Sampling Technique:**

Convenient sample technique is used to find sample from the whole population

**Sampling size:**

The study was conducted towards Logistics Industries in Tripura city. The size of the population is 100 and the survey was conducted in tirupur city.

**STATISTICAL TOOLS - PERCENTAGE ANALYSIS:**

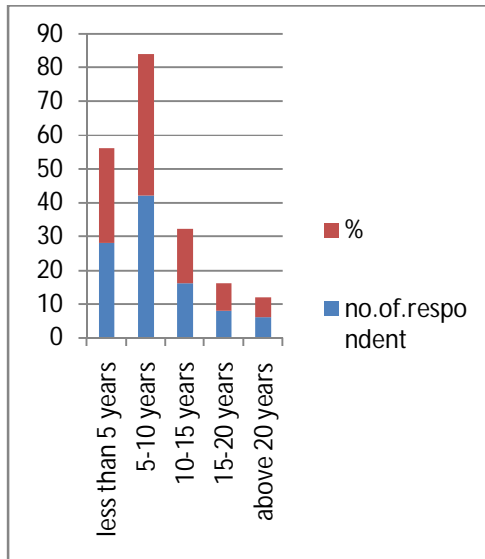
The Percentage analysis is an effective tool to study the attributes of the respondents. Each response by the respondent to a particular statement is plotted into frequency table and quantified. The entire response to the statement is considered as 100 percent and each of the choice within the statement is measured as what percentage does it holds to the total response to that particular statement.

**Percentage Analysis- Experience in Business:**

S. No	Experience In Business	No. Of Respondent	Percentage
1	Less Than 5 Years	28	28
2	5-10 Years	42	42
3	10-15 Years	16	16
4	15-20 Years	8	8
5	Above 20 Years	6	6
	<b>Total</b>	<b>100</b>	<b>100</b>

**INTERPRETATION**

From the above table shows that, it is observed that, 28% are less than 5 years, 42% are 5-10 years, 16% are 10-15 years, 8% are 15-20 years, and 6% are above 20 years respondents.



#### SUGGESTIONS:

- The Respondents feel of logistics private limited collect more charge from the customers for their services, if possible the company after considering the internal financial issues may try to reduce the charge collected from the customers for each shipment.
- The Company should try to provide more space for storage of client's goods.
- The Logistics should try to implement new methods to avoid damages or leakages in the packing of goods.
- The Logistics Industries have to implement most modern technologies.
- The Respondents of Logistics area feel that the firm is not helping them to find new buyers. If possible try to get new buyers for them using company's vast contacts.
- The Company should give more attention to increase inland transportation.
- The Company should take adequate measure to improve their services.

#### IV. CONCLUSION

The study of Logistics was conducted in order to provide in to the performance and satisfaction of customers. The study reveals the attitudes and preference of the customers about the performance of Logistics Industries. It studies the various hurdles faced by the customers and analysis their suggestions in order to improve the efficiency service of the

company. In modern days more importance is given to customers in all business. Due to heavy competitions in all nature of business, the business people take all initiatives and measures to know the desires and necessities of the customers and try to satisfy their necessities at a maximum possible level. Hence the Logistics Industries should understand the real perception and attitudes of the clients towards the firm. The Researcher strongly believe that the suggestions made in this study shall bring the attention of the management and come up with an ideal solution that will enhance both the client's and the company to reach out to the vision of the company.

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