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Maximum Marks	2 Marks

## **LITERATURE SURVEY**

### **AUTHORS-**

**Bengu Sevil Oflac , Birce Dobrucali, Tugce Yavas , Maria Gabriela Escobar –**

The purpose of this study is identifying the services marketing mix (7Ps- product/service, place, promotion, price, people, processes and physical evidence) decisions of a logistics company. The significance of services marketing mix on creating a logistics services brand has received little attention in the literature. In this paper, the case of a global brand, DHL Logistics is presented. Case study was conducted by using secondary data obtained from DHL Logistics' reports and by conducting semi constructed interviews with DHL Logistics' executives and employees. Due to the reputation and operations of the company, this framework will act as a guideline for the other alike companies. The marketing mix decisions made by DHL Logistics affect both B2B and B2C customers' brand perceptions and enhance the brand equity of DHL Logistics.

### **AUTHORS- Frank Iosefiak-**

This paper describes the development of a digital product memory that visualizes the influences on and history of a logistic transport process including different influences on the transported goods itself. Furthermore, resulting implications on the efficient usage of the development process for such an innovation in logistic R&D management are described.

**AUTHORS- Dr. Wout Hofman, Jose Gato Luis, Javier Garcia Hernández, Gonzalo Pérez Rodríguez, German Herrero Carcel –**

Nowadays, logistics could make you purchase a book in Amazon and delivering it in 24-hours using a service from a logistics operator or a transport company. In a more complex scenario, an order could be traveling around the globe, passing from hand to hand between unknown actors for months. In most cases the client would not be notified in a proper way. But first of all, what does client means? In a logistic chain the client is the company who hires the logistic

service; for example, Amazon hiring DHL for transportation. So, where is the end user? For instance, the client of Amazon would be. For sure, the user is also a client in this operation, but it will never appear in a logistics chain scheme. In this paper we will refer to an end-user as the customer of an e-Commerce company, normally known as consignee in logistics. AUTHORS - James R. Davis, John F. The paper discusses the experiences of a group of engineers and logisticians at John F. Kennedy Space Center in the design, construction and activation of a consolidated logistics facility for support of Space Transportation System ground operations and maintenance. The planning, methodology and processes are covered, with emphasis placed on unique aspects and lessons learned. The project utilized a progressive design, baseline and build concept for each phase of construction, with the Government exercising funding and configuration oversight