

PHYSICAL DISTRIBUTION MEANING

- Physical Distribution Meaning:-

Physical distribution is an important marketing function describing the marketing activities relating to the flow of raw materials from the suppliers to the factory and the movement of finished goods from the end of production line to the final consumer or user.

LOGISTICS MEANING

- Logistics Meaning:-


Marketing logistics involve planning, delivering and controlling the flow of physical goods, marketing materials and information from the producer to the market. The aim is to meet customer demands while still making a satisfactory profit.

TYPES OF LOGISTICS

1. Inbound Logistics:-

It is one of the primary types of Logistics. Basically, inbound logistics means transportation, storage, and the receiving of the incoming resources (such as raw material or other goods) that you require to manufacture a product.

2. Outbound Logistics:-

 Outbound logistics is a process of delivering the product to the customer on the committed time. Customer satisfaction is the main objective here and the logisticians take care that the product should reach the customer safely in minimum cost

3. Third-Party Logistics (3PL):-

The third-party logistics are focused only on the transportation of products from one end to another end and nothing else. It doesn't matter whether it's a seller to consumer or consumer to the seller. They take the responsibility of delivering the products two right places at the right time

4. Reverse Logistics:-

Reverse logistics is a process of transporting product from the end customer to the seller. It includes the collection, inspection, sorting, refurbishing and distribution.

