

**SEMESTER-V**  
**COURSE 6: RETAIL LOGISTICS**

Theory

Credits: 4

4 hrs/week

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**Course Objectives :**

- To develop competencies and knowledge of students to become Retail logistics professionals.
- To help Students to understand Retail logistics.
- To develop an understanding of the strategic role of a retail logistics management.

**UNIT-1: INTRODUCTION:**

Concept and Scope: Importance of Logistics in these days global Sourcing, Production and consumption- Dimension of Logistics: Macro and Micro aspects- Logistics as a competitive edge driver Peculiarities and diversity of needs of Logistics for Retailing.

**UNIT-2: LOGISTICS AND RETAIL MARKETING:**

Logistics as a Support function of Order Fulfilment, Assembling & Labelling from Multi-storage points and Delivery- Logistics as an interface of Market forecasting, Stock level management, invoice or sales documentation, picking products, consolidation, transport-packaging, packing, marking, preparing outbound documentation and shipping out by loading into containers customer facilitation tracking out-bound shipments.

**UNIT-3: STRATEGIC RETAIL LOGISTICS:**

Planning Transportation, Ware housing, packing and unitization, containerization. Multimodal Logistics. logistics strategy, Implementation, assorted and space management. Reverse logistics and Managing Returns.

**UNIT-4: REVERSE LOGISTICS:**

Basic of reverse logistics; concept of reverse logistics. The key activities involved in terms of identifying daily pickups, scheduling pickup for the day, coordinating with carriers, route map optimization, collecting pickup and feedback - Types of reverse logistics – Return from customer, return by carrier, return of damaged product, etc - Roles and responsibilities associated with reverse logistics - Global best practices and statistics associated with reverse logistics.

## **UNIT-5: RETAIL LOGISTICS NETWORK DESIGN FOR GLOBAL OPERATIONS:**

Global Logistics Network Configuration, Orienting International Facilities, Considerations and Framework, Trade-offs Associated with each Approach, Mapping the Different Approaches, Capacity Expansion Issues, Information Management for Global Logistics, Characteristics of Logistics Information and Telecommunications Systems.

### **Reference Books:**

1. Gibson G, "Retail Management: Functional Principles and Practices", Jaico Publishing house.
2. Ray, Supply Chain Management For Retailing, TMH.
3. James B. Ayers, Retail Supply Chain Management, Auerbach Publications.
4. Rushton, A., Oxley, J & Croucher, P Handbook of Logistics and Distribution Management. Kogan Page.
5. Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. McGraw Hill.