

REVERSE LOGISTICS IN SUPPLY CHAIN MANAGEMENT

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Анотація

В публікації досліджено сучасні тенденції зворотної логістики в управлінні ланцюгами поставок.

Ключові слова: логістика, зворотна логістика, управління ланцюгами поставок.

Abstract

The article examines current trends in reverse logistics in supply chain management.

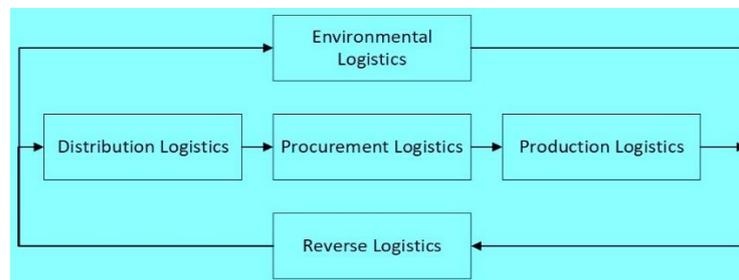
Keywords: logistics, reverse logistics, supply chain management.

Introduction

Reverse logistics is a critical component of deliver chain control that organizations use to execute operations correctly and increase value for clients. By making an investment time in analyzing one-of-a-kind forms of reverse logistics and the problems associated with coordination and control, deliver chain experts can use their experuience to lessen expenses and make certain seamless manufacturing [1].

Research Results

If in logistics a product usually moves from point A to point B, then in reverse logistics it returns from point B to point A. Thus, each corporation establishes a channel for waste disposal relying at the sort of interest it conducts and its needs. Therefore, reverse logistics is a part of the price supply chain management, that is used to optimize the manufacturing manner and purchaser loyalty.



Additionally, reverse logistics is related to the circular economy, as its principal purpose is recycling or reuse of merchandise and substances to increase their lifecycle to the maximum, thereby decreasing using herbal sources of the planet.

It is critical to notice that reverse logistics also can effect the corporation's emblem photograph. Reverse logistics services, along with return guidelines or dealing with lower back merchandise, can appreciably impact consumers' notion of the emblem. Flexible, green, and environmentally pleasant methods to reverse logistics can make contributions to growing purchaser loyalty and developing an effective emblem photograph [2].

Similar to different methods in supply chain management (SCM), reverse logistics may be made extra green and worthwhile via higher planning, control, and execution, and it's a key thing of Service Lifecycle Management (SLM). Reverse logistics can appreciably effect corporation earnings, each definitely and negatively. For example, generous return policy might also additionally inspire vendors and shops to reserve more extra stock than they assume to sell, which could boom stock expenses for manufacturers. Proper product disposal can decrease fines for violating environmental regulations. The identical SCM and e-trade technology used to transport merchandise to consumers are applied in reverse logistics, along with barcodes and scanners used for return tracking, warehouse material dealing with systems, and Electronic Data Interchange (EDI) for record transmission among deliver chain partners. According to a few experts, SCM and ERP software program carriers to initially did not rush to support reverse logistics, however maximum companies now

encompass a few return logistics capability of their packages. A number of niche providers specialize in this area. Third-party logistics providers (3PLs) also offer reverse logistics services [3].

Conclusion

In conclusion, reverse logistics performs a vital function in supply chain management, improving operational performance and growing price for clients through optimizing product return processes. It not only helps reduce costs and increase profit but also contributes to higher customer satisfaction and a positive brand image in the market. Furthermore, powerful control of reverse logistics contributes to minimizing the poor effect at the environment.

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