

**A Study on Strategies Adopted in Transportation with Special Reference to Reach Logistics Pvt. Ltd Bolor, Mangaluru**

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**Abstract:**

Logistics is a key component of the modern economy. Logistics is concerned with the organization, movement, and storage of material and people. It deals with the planning and control of the flow of materials and related information in organizations. Its main objective is to get the right materials to the right place at the right time while optimizing the total operational costs of this process.

In commerce, supply-chain management (SCM), the management of the flow of goods and services, involves the movement and storage of raw materials, of work-in-process inventory, and of finished goods from point of origin to point of consumption.

The role transportation plays is more complex than carrying goods for business owners, it brings efficiency and builds a bridge between producers and consumers. It is a base of efficiency and economy on the supply chain and expands other functions of the chain. It brings benefits not only to the service quality but also to company competitiveness.

**Keywords:** Logistics, Supply chain Management, Transportation.

**Introduction**

Transportation is the movement of people and goods from one place to another. The term is derived from the Latin Trans (“across”) and portare (“to carry”). The modes of transport include air, land (rail and road), water, cable, pipeline and space. The field can be divided into infrastructure, vehicles and operations. Transport is important because it enables trade between people, which is essential for the development of civilizations.

Transport infrastructure consists of the fixed installations, including roads, railways, airways, water ways, canals and pipelines and terminals such as airports, railway stations, bus stations, warehouses trucking terminals, refueling depots (including fueling docks and fuel stations) and seaports. Terminals may be used both for interchange of passengers and cargo and for maintenance. Vehicles traveling on these networks may include automobiles, bicycles, buses, trains, trucks, helicopters, watercraft, spacecraft and aircraft.

Operations deal with the way the vehicles are operated, and the procedures set for this purpose, including financing, legalities, and policies. In the transport industry, operations and ownership of infrastructure can be either public or private, depending on the country and mode.

**Company profile**

**Hindusthan Unilever Limited (HUL):**

Hindustan Unilever Limited is India’s largest fast moving consumer goods company owned by the European company Unilever. The Anglo-Dutch company Unilever owns 52% majority stake. Hindustan Unilever’s distribution covers over 1 million retail outlets across India directly and its products are available in over 6.3 million outlets in the country, nearly 80% of all outlets in India. The company claims that two out of three Indians use its many home and personal care product, food and beverages.

**A.S group of companies:**

A.S group of companies is the parent company and it has eight subsidiary firms. Reach logistics (p) ltd is one of its subsidiary firms. A.S. Cargo Movers Pvt. Ltd. provides road and rail transportation services in India. The company’s services include warehousing/industrial infrastructure creation, warehouse management, and sales and distribution. It also provides third party logistics services, such as supply chain management, freight management, and built to suit options for logistics and industry buildings.

**Scope**

This Research has provided me with a clearer insight on transportation strategies adopted by Reach Logistics Pvt. Ltd. Bolor, Mangaluru. It has given me the opportunity to understand the procedures followed in transportation. It has also provided me the opportunity to interact with the truck drivers and understand their point of view towards the concept of Transportation.

## Objectives

1. To study the transportation process adopted by Reach Logistics.
2. To identify the strategies adopted by Reach Logistics in transportation.
3. To suggest the better methods to solve the problem faced during transportation.

## Research Methodology

### Research Design

The data collected for this study maybe classified into two parts:

- Primary data

This data will be mainly gathered through questionnaires created with the help of Google forms and Personal observation.

- Secondary data

This data has been collected through various secondary sources such as previous projects, online journals, books and home page of the company.

### Study Area

The study area was **Reach Logistics Pvt. Ltd Company** Bolor, Mangaluru

### Sample Design

This is a Descriptive study.

### Sample Size

I have distributed questionnaires to the truck drivers in Reach Logistics Pvt. Ltd. Company and the sample size is 50.

### Limitations

- The study on transportation strategies is limited to Magaluru city.
- The duration of the study is in accordance with the course curriculum; hence the study has the elements of time constraints.
- This study is specifically related to transportation strategies in Reach Logistics Company in particular.

### Literature Review

Anderson, Edward J.; Coltman, Tim; Devinney, Timothy M.; Keating, Byron , April 2011, Supply Chain Management : According to their study It is believed that companies choose supply chain partners on the basis of their distinctive value propositions - a fact one would also expect holds true when companies choose a logistics service provider. However, faced with the complexities of varied customer demands, it can be difficult for logistics service companies to obtain an effective understanding of how customers differentially value the service components they offer. Olkhova, Mariia; Davidich, Yurii; Rosalavtsev, Dmytro, Nataliia, 2017, An International Scientific Journal: According to their study, the main modes of transport that carry more than 82 per cent of the total freight in the Ukrainian transportation market are road (about 27 per cent) and rail (more than 55 per cent) transport. The abovementioned modes of transport are the main competitors in the internal market of freight carrying in Ukraine. Crews, Derek; Bhatia, Disha. Sam, 2012, Advanced Management Journal: According to their study, Transportation and logistics is among the largest and fastest growing industries worldwide. When warehousing and other aspects of the logistics industry are included, transportation/logistics is a \$900 billion industry in the U.S., almost double the size of the high-tech industry, or more than 10% of the U.S. gross domestic product (Bureau of Transportation Statistics, 2011). The U.S. trucking industry alone produces \$415 billion in gross domestic product. Cleveland, Rick, Oct 2015, Canadian business Journal: According to them, There are three aspects to supply chain management (SCM) that must be met for a company to claim it truly supports SCM: an external leadership focus aimed at satisfying consumer needs; market growth; and an understanding that the company is part of multiple supply chains. While universities, colleges and professional associations around the world tend to agree, more or less, on a definition of SCM as "the strategic management of the flow of goods, services, finances and information from raw material supply to the end consumer," there are few companies that truly view SCM in this way, primarily because it's not within their scope of control. In most companies, the supply chain (SC) department is focused primarily on procurement and logistics. They manage relationships with their immediate suppliers, perhaps with some visibility to their vendors' sources of supply, and they focus on improving efficiency for their immediate customers to improve their own bottom line, but

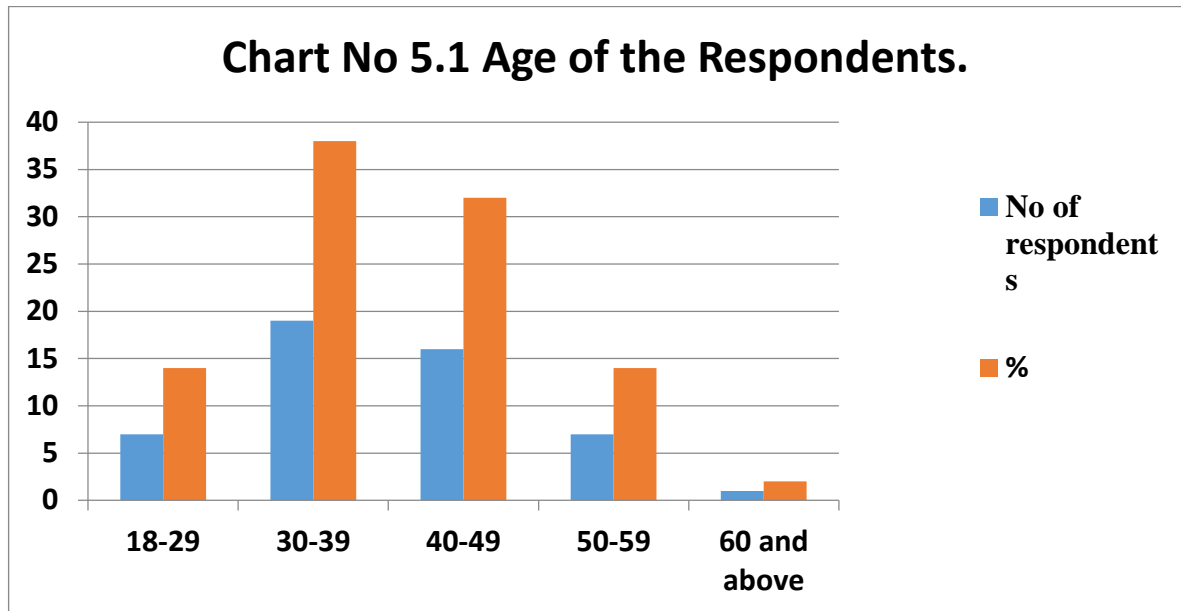
very few companies step beyond their own touch points to view the supply chain as a whole. Barick, Ryszard, Bylinko, Leszek, 2018, Transport Problems, An International Scientific Journal: According to them, Transport networks are one of the most important parts of the supply chain and they form the basis of local economies in all countries. It allows the safety and efficiency of movement of goods, people, and services. Zheng, W. L.; Wang, J. W.; Zhang, 2018 Special Issue, Advances in Transportation Studies: According to them, Road transportation is an important part of modern transportation system. Being able to deliver the “door-to-door” service, it can either be an effective supplement to other modes of transportation, or operate independently. All in all, its position has become increasingly important. Skjoett-Larsen, 2000, International Journal of Physical Distribution & Logistics Management: According to them, Today outsourcing one or more logistical functions to 3PLs is becoming a widespread practice in industry in the United States and worldwide. An increasing number of companies, large and small, are focusing their efforts on their core competencies that are critical to survival. Moreover, 3PL topics have attracted many researchers, which virtually did not exist prior to 1990, particularly in the United States. See recent comprehensive reviews of and 3PLs can be used in nearly every industry (retail, service, manufacturing, etc.); moreover, companies can use more than one 3PL. Hoek, 2001, International Journal of Operations and Production Management: According to him, more and more companies adopt complex supply chain management strategies and use logistics expertise to obtain a competitive advantage in cost and time efficiency. Companies are more likely to have a partner who already has the equipment, system and experience and is ready to help. The expansion of 3PL in the supply chain through supplementary services is also the result of customization of product or service offerings to customers. By expanding services, a 3PL is able to respond to specific customer demands and can also provide add-on services. Aghazadeh, 2003, How to choose an effective third party logistics provider. Management Research News: According to him, today the business of 3PLs is so much more than managing warehouses or picking and delivering customers' orders. In recent years, 3PLs have expanded their service content, which involves more complex activities and significantly more customer service than before. 3PLs initially focused on providing warehousing and transportation; however, nowadays they perform multiple tasks ranging from purchasing raw materials to managing call centers. The market of 3PL is growing by 18% to 22% per year. Ko, H.J., Ko, C.S., & Kim, 2006, Computers and Industrial Engineering: According to them, 3PLs play an important role in the entire logistics process, especially in providing warehousing and transportation services, because their customers expect them to improve lead time, fill rate, and inventory. They have the resources, scope, scale, and best practice experience in warehousing, distribution and transportation, thus providing services more efficiently and less expensively than what others can do in-house.

**Data Analysis and Interpretation**

**Table No 5.1 Age of the Respondents:**

Age of the Respondnts	No of respondents	%
18-29	7	14
30-39	19	38
40-49	16	32
50-59	7	14
60 and above	1	2
Total	50	100

Source: Primary Data



Source: Primary data

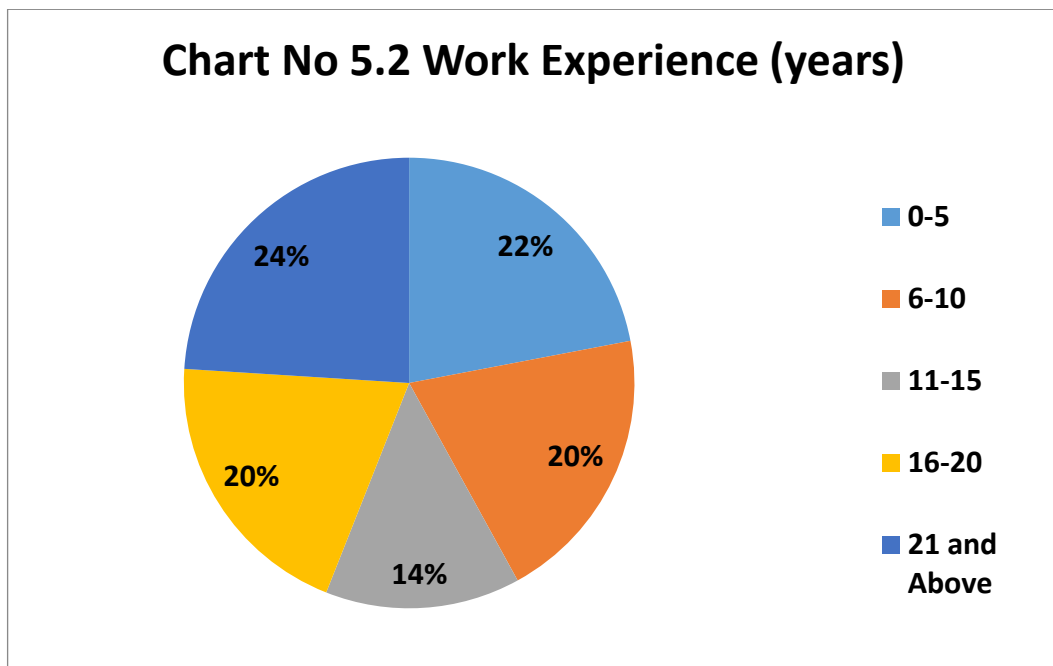
**Interpretation:**

From the above table it is observed that 14% of the respondents belong to the age group 18- 29, 38% to the age group 30 - 39, 32% to the age group 40 - 49, 14% to the age group 50 - 59 and 2% to the age group 60 and above.

**Table No 5.2 Work Experiences of the Truck Drivers**

Work experience	No of respondents	%
0-5	11	22
6-10	10	20
11-15	7	14
16-20	10	20
21 and Above	12	24
Total	50	100

Source: Primary Data



Source: Primary data

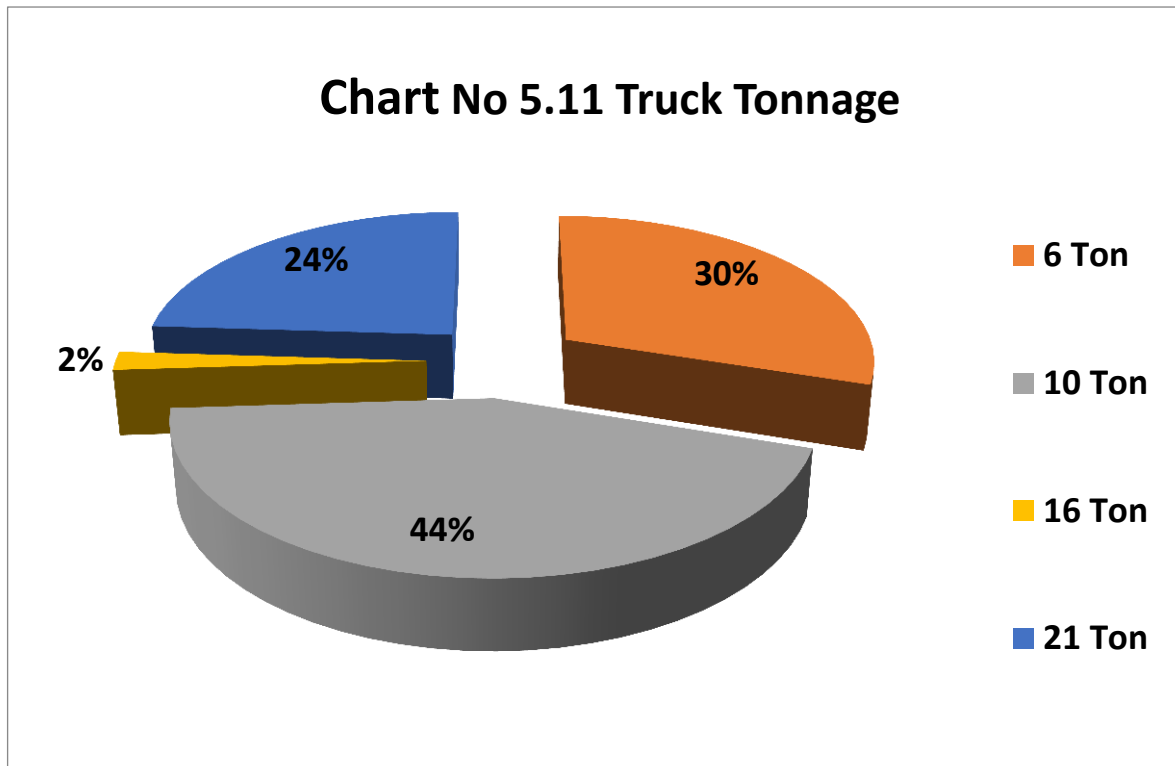
**Interpretation:**

From the above table and charts we can observe that 22% of the respondents have an experience of 0-5 years working in the trucking industry, 20% have an experience of 6-10 years, 14% an experience of 11-15 years, 20% an experience of 16-20 years and 24% have an experience of 21 years and above.

**Table No 5.11 Tonnage of the truck**

What tonnage truck do you usually drive?	No of respondents	%
6 Ton	15	30
10 Ton	22	44
16 Ton	1	2
21 Ton	12	24
Total	50	100

Source: Primary Data



Source: Primary data

**Interpretation:**

From the above table and chart we can observe that 30% of the respondents drive a 6 Ton truck, 44% drive a 10 Ton truck, 2% drive a 16 Ton truck and 24% drive a 21 Ton truck.

**Findings**

Through this study we get to certain findings based on data analyzed and interpreted. They are as follows:

**Demographic Profile:**

1. Out of 50 respondents 14% belonged to the age group 18-29, 38% to the age group 30-39, 32% to the age group 40-49, 14% to the age group 50-59 and 2% to the age group 60 and above.
2. Majority of the respondents that is 49% had an educational qualification Below 10.
3. Majority that is 24% of the respondents had an experience of working as truck drivers for 21 years and above.

**Documents:**

1. 100% of the respondents had all the truck documents.
2. 100% had all the loading and unloading documents.

**Insurance:**

1. 100% replied that their truck is covered under insurance.
2. 100% replied saying that in case the goods catch fire or are lost in transit then the problem is covered under truck insurance.

**Truck fitness:**

1. 100% replied saying that the security officer checks the truck fitness once it enters the gate of Reach Logistics.

**General questions:**

1. Majority that is 66% of the respondents said that they arrive at the factory gate between 8:00–10:00 am.
2. Majority that is 52% said that they travel 2001-3000 km in a week in their truck.
3. Majority that is 70% said that they operate with a single driver.
4. 100% replied that the truck is not weighed the goods are loaded.
5. 100% replied that the truck is not weighed after the goods are loaded.
6. Majority that is 44% replied that they drive a 10 Ton truck, 30% drive a 6 Ton truck, 24% drive 21 Ton truck and 2% drive 16 Ton truck.
7. 100% replied that the truck is taken to the Tarpaulin area post loading of goods.
8. 100% replied that the supervisor is in charge of loading the goods in the truck.
9. 100% replied that they take count while the goods are being loaded and unloaded in and from the truck.
10. 100% replied that in case of major loss of goods during transit (theft, fire, accident) then in such a case amount is not deducted for their pay.
11. 100% replied that they cover the loss amount by claiming Truck insurance.

**Interstate Transportation:**

1. 100% said that they need to show All India Permit Document while delivering goods interstate.

**Problems:**

1. 100% replied that a truck from one state can only deliver goods to another state and not take orders from companies in that state. This is because it would result in business loss to the local truck drivers from the other state.
2. It was found that, in case of minor truck problems during transit the truck driver himself would repair the truck but, in case of major truck problems the truck driver would call the truck owner and he would then arrange a mechanic near the truck driver.
3. It was found that In case goods destroyed by heavy rains the loss amount is recovered by claiming insurance.

**Requirements:**

1. 100% replied that the truck should be sealed post loading.
2. 100% replied that the safety measures adopted by the company are up to mark.

**Suggestions:**

1. There is a high chance of goods being stolen while on transit so it would be best if the company sealed the trucks post loading.
2. It was found that the company did not have proper parking area for the trucks. So it is advisable to the company to construct an efficient parking space.
3. It was found that the company did not have many strategies in transportation. So I would suggest that the company set up a meeting and plan the strategies.
4. The overall Transportation Process is very smooth and efficient in the company and it is best is the company continues to follow it.

**Conclusion**

Effective transportation management keeps a company's whole supply chain running smoothly. With successful transportation execution, inventory can be kept lean and can be moved in and out of a warehouse quickly and efficiently.

The processes in between procurement and shipping can be long and complicated, but out of all of these processes, transportation is the one where a company has direct contact with a customer. The point of delivery reflects the competency of the entire organization. If a company is constantly delivering products late, the customer will have a very negative view of this company and will likely not use their

services again. But if a company is constantly delivering products on time and offers the best services, then the customer is most likely to place future orders with the same company.

Proper management of transportation can ensure high delivery performance and consistent customer satisfaction.

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10. Ko, H.J., Ko, C.S., & Kim, T. A hybrid optimization/ simulation approach for a distribution network design of 3PLS. Computers and Industrial Engineering 50(4), 440-449, 2006.

#### **Web Portals:**

1. <https://infoguidenigeria.com/role-transportation-supply-chain/>
2. <https://www.plslogistics.com/blog/the-importance-of-transportation-management/>
3. [ascargo.in/contact.html](http://ascargo.in/contact.html)

Images:

Transportation Process followed at Reach Logistics Pvt. Ltd

1. The transportation process begins with an indent. The transporter will look at the indent and plan the orders for the day accordingly.

Mobile : 9448139369  
9449839069  
9449830369

Phone: 2407369  
2408369  
2409369  
(Std Code : 0824)

Email : indiancargocarriers69@gmail.com

**Indian Cargo Carriers**  
(TRUCK SUPPLIERS & COMMISSION AGENTS)  
Shree Nandaneshwara Temple S. E. Complex,  
BEACH ROAD, PANAMBUR, NEW MANGALORE - 575 010.

Date \_\_\_\_\_

To A-S CARGO  
HINDUSTAN LIVER

Dear Sir / Madam,  
As per your PH order we are sending  
herewith our lorry No MH 25 B 9459  
for your load to be sent to SHARAD  
Please load 16 Tonns / Bags to the above  
lorry and handover necessary Check Post documents and  
hire letter with the driver.

Hire fixed to this lorry is at Rs 2500/- per tonne  
and pay advance Rs \_\_\_\_\_

Thanking You,

Your's faithfully,  
For INDIAN CARGO CARRIERS

No. \_\_\_\_\_  
Signature \_\_\_\_\_

**KINDLY CHECK ALL THE DOCUMENTS OF THE VEHICLE  
AND OBTAIN A COPY OF IT.  
INSURE THE GOODS AT YOUR OWN RISK.**



2. The security officer will then check all the vehicle documents. And make a note in his check list

**Reach Logistics (P) Ltd.**  
(To be used by Security dept at entrance)  
INCOMING VEHICLE CHECKSHEET

Date :

Sl. No.	Description of the Point	Remarks		Comments
		Yes	No	
1	Safety instructions are given along with Safety Leaflet	Yes	No	
2	Vehicle No, Car No			
3	Gross Vehicle Weight			
4	Unladen Weight			
5	Tare Weight (Gross Vehicle Weight - Unladen Weight)			
6	Name of the Driver and age			
7	License No. and whether Insurance is valid and in effect			
8	Whether the permit of the vehicle checked	Yes	No	
9	Name of cleaner and age			
10	Self starter is working	Yes	No	
11	Foot break working properly	Yes	No	
12	Hand Break working properly	Yes	No	
13	Break light is working	Yes	No	
14	Indicator is working	Yes	No	
15	Horn is working	Yes	No	
16	Air tank is leaking or not	Yes	No	
17	Instructed to cleaner not to drive the vehicle	Yes	No	
18	Wheel chock is available	Yes	No	
19	Name of the Transporter			
20	Spare Wheel is available with Vehicle	Yes	No	
21	Vehicle air pollution certificate is available	Yes	No	
22	TREM Card is available	Yes	No	
23	All flammables are taken out from the drivers' cabin at security check	Yes	No	
24	Truck stoppers are put in place, vehicle is switched off with hand brakes on while parking a truck.			
25	Check Whether supplier name & material is in the Master list of Vendors	Yes	No	
26	Check any foreign material if any	Yes	No	
27	Foul smell if any	Yes	No	
28	Check any hazardous material if any			
29	In case of the Tankers, Top and Bottom Seal checking has to be done and those Nos needs to be compared with the Nos in Test report			
30	<b>INSTRUCTION TO DRIVER</b>			
a	Instruction is given for the procedure to be followed while reversing the vehicle	Yes	No	
b	Explained that the speed should not exceed more than 10kmph in the factory premises	Yes	No	
c	Instructed not move in the protected area of the factory and follow the traffic signals given by vehicle Marshall	Yes	No	
d	Instructed to Cleaner not to climb or get down from the vehicle while vehicle is moving	Yes	No	
31	Arm Bands are given for Drivers and Cleaners	Yes	No	
32	If the Driver and Cleaner are illiterate, Placards are shown	Yes	No	
33	General Condition of Truck	Good	Bad	
34	If the Truck carries other part Load Material Bring it to the Notice of Accounts Officer and Get permission	Yes	No	
35	Vehicle Fitness approved	Yes	No	

Checked by : \_\_\_\_\_ Signature : \_\_\_\_\_

3. After the completion of the second step, the transporter issues the Gate Pass to the driver

Phone : 2453957

**Reach Logistics Pvt. Ltd.,**  
Sulthan Battery Road, Bolor, Mangalore - 575 003.

Date : .....

Dear Sir,

Please arrange to Load Soaps / Powder to  
..... in

Truck No. : .....

Ton: .....

Thanking you,

Yours faithfully  
For Reach Logistics (P) Ltd.

Driver's Name:  
Driver's Contact No:

4. After the truck is loaded, it is then taken to the Tarpaulin area where the truck is covered.

