THEORETICAL APPROACHES ORGANIZATION LOGISTICS

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ABSTRACT

This paper reviews the main types of participants in the logistics activities (flying activities, information activities and operational logistics activities). Simultaneously, three dimensions are considered logistic-service logistics and commercial service interface, service under a "permanent transient flows and service under the" transitional flow string".

KEYWORDS: *logistics management activities, size, service interface.*

Knowing the past helps to shape the present and shaping the future. This highly complex process requires will, perseverance and determination in uniform directing efforts aimed at contributing to the inevitable changes. In evolution, logistics fiinţând strictly required as an element in the organizational structure of any organization (including public institutions), the known structural transformation, driven and relational. Particularly complex period that through Romania since 1989, because of reforms and transition to a new political economic and social system, related to accede to the selected group of EU countries represented are perceived as challenges and opportunities but also risks threats.

Numerous studies conducted among managers of organizations have established hierarchy logistical priorities: compliance with contractual terms, improving the competitiveness of transport, trade development information, supplies faster than the competition, competitiveness in stocks, reducing the cost of warehouse etc.

The first four priorities for action set out above affect the proposed service level customers but essential to achieve a good level of performance required in essentially two lines of activity, directions to create the foundations of logistics system of the organization. They are: creating the product and provide logistical planning, pilotage logistic operations (Fig. 1.1).

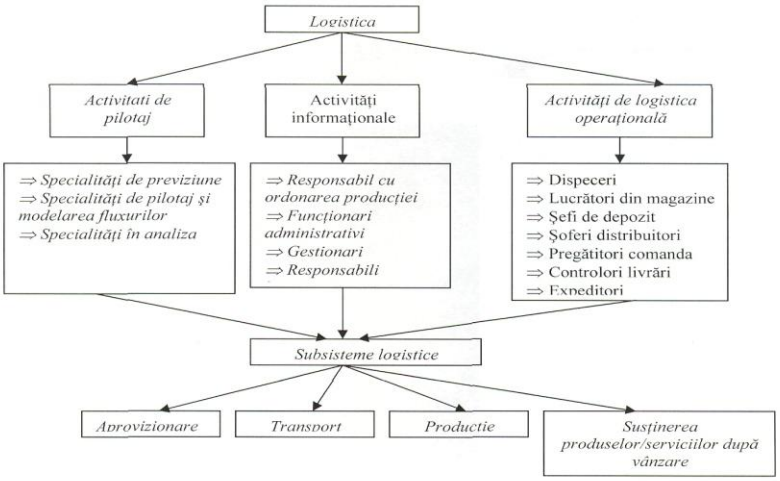

Fig. 1.1. Tipologia participanţilor la activităţile logistice

As a provider of services, logistics, to build an efficient system needs to know from the very beginning the nature of its objectives. Guidelines derived from the general strategy of the organization, logistics sets guidelines in accordance with the performance target. In particular levels of strategy should be defined not only encompassing market expectations, but performance competition. Therefore an efficient logistic system is built starting from a clear definition of its objectives in terms of services.

Fig. 1.2 Poziționarea obiectivelor logistice

Knowledge of service levels is one element that makes the whole logistics organization. Production to which a logistics services is not achieved convenient than if the objectives have been set in advance. We are therefore in phase level logistics services. The following is required:

a) Specify the three dimensions of logistics service

Since logistics objectives are set and its contribution to the commercial activity is evident, the question to be addressed is known as logistic problems of organization / institution, having previously been evaluated what is currently the company's logistics action after assessed prior to what is currently considered the action of logical entity. The views on assessment logistics oscillates around assessment components on which acts logistics (flow management, management interfaces and management process of the product to the customers), proposing a means of action, the four sub-logistics (physical distribution, production, supply and after-sales support), family size logistics organization, logistics organization in the organization. Relevance logistics service levels is even greater as they revolve around the nomenclature of comprehensive logistics services. This nomenclature is characterized by three dimensions, namely:

- Size of service under "permanent streams". This dimension covers the whole work everyday "normal" may be well known in advance and require commitments on employment within the reliability and uniformity provision in capacity, the availability, tracking documents in compliance, control and administration. • Size of service booked "or random transitional flows" really connected with or influenced the activities of the unpredictable nature of sketches. Operations that are reported here should not receive less attention from the regime of permanent streams. On the contrary, their special character May incurring their greater attention from customers. Proper management of this size lead to specific commitments in the range of response (adaptability, flexibility), the ability to adjust quantities and going on nature supplies
- The size of the logistical and commercial interface, lead to the establishment It is the responsibility of tasks that are directly integrated logistics and trade relationship of the organization, applying the continuous flow and for the transitional or overlapping the other two dimensions. It involves defining levels of service relating to: the provision of goods, packaging, transport quality, achieving the proposed price per unit of packaging, post-sales activities (product logistics support); this logistical infrastructure which can

customers are addressed (treatment orders, schedule delivery, interfaces information, warning in case of delay, etc.) (Fig. 1.3.).

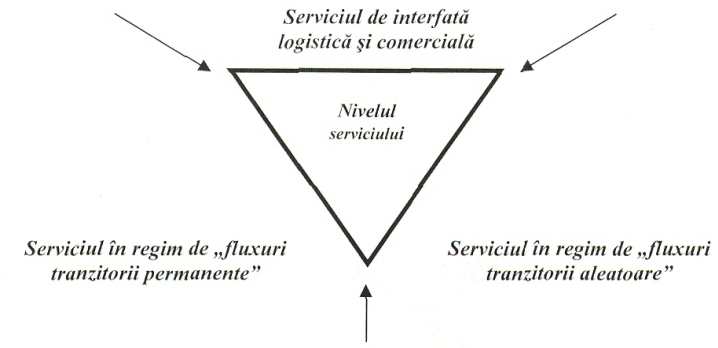

Fig. 1.3. Cele trei dimensiuni ale serviciului logistic

b. Setting logistical level

Determination of service levels is based on the definition of the concept which it is attached to the service. The concept of service is a notion that He was running on the company in a systematic manner, but used as a means of communication and awareness has not always benefited from a rigorous definition of it. Therefore not always been clearly perceived in some situations. The logistics is essential to clarify and define rigorously the concept of service to which it attaches a level of service.

For the successful implementation of this problem is widely recommended to use a questionnaire to better understand customer expectations. This questionnaire inform the customer demands on service level expected from the logistics (Fig. 1.4.). Such results correspond to the specification development in accordance with the global supply of logistics has a central role.

This specification defining services is even more necessary varies from one sector to another, from one customer to another family. With such a specification under part of the global supply of logistics has a central role.

Service rules evolve over time. Changes to customer demands must be traced to adapt to these modes of response of the firm. This is because the data collected in current commercial practice which highlights trends such task of questionnaire to confirm.

c. Demarcation between objectives and tasks

A level of service is likely to be achieved only if interpreted in all stages of company involved in its realization. Proposed overall level of customer service follows the overlapping objectives of sector.

Once the company established strategic guidelines and the specific logistics, strategic guidance scheme can be complete by defining guidelines on susbsistemele logistics.

Extensive and thorough process of change in our society is committed by way of reforms in all areas of social and economic life, characterized by the legislative base and the measures needed to connect and compatibility of the Romanian economy in the European structures, with well-defined market mechanisms, implications direct and the structure, organization, and logistics management of any company or public institution.

Perceperea criteriilor de catre clienti			*Criterii*	*Pozitionarea firmei si a concurentilor sai*		
Mai putin important	Important	Foarte important		*Rea*	*Medie*	Buna
			• Informația asupra tratamentului comenzii • Fiabilitatea livrarii (durata reala a livrarii/durata anuntata a livrarii) • Rapiditatea raspunsului (intervalul intre comanda si onorarea acesteia) • Flexibilitate • Absența rupturilor			

Fig. 1.4. Reprezentarea comparativă a nivelurilor de servicii

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