

THE NEW LOGISTICS METHODS

Eda Özovacı

Ms., Lecturer, Zirve University, TURKEY, edaozovaci@gmail.com

Abstract

Logistics sector has a very important position in the world market, it can be said that countries and firms work in harmony with the logistical firms to achieve a high market share. Due to the new trends in the logistics sector, firms can concentrate on production and product development as what they should do. By providing logistical assistance via outsourcing, it can be said that firms can concentrate on their own products and they can develop the products so that they can compete more successfully with the world market.

The logistical understanding of today is immensely different than the previous ones. Previously, logistics was understood just as shipping, but now, logistics can provide many operating activities like services before production, order processing, planning and surveillance of the demand, customs clearance, insurance, packing, stocking, storing, transmission to distribution channels, sales, services after sales. Lately emerged outsourcing methods like 3 PL, 4 PL and 5 PL show that the only things firms should concentrate are production and product development, and logistics should deal with the other things, so that firms can look for answers on how to produce the best products with the best prices. To find ideal combination of products, firms can control the market and have a chance to direct it.

New outsourcing methods like 3 PL, 4 PL and 5 PL are not widely used in Turkey. The logistics sector in Turkey, which just met with the 3PL, does not use 4PL and 5 PL at all. P's represent the parts in logistics, and they increase in number gradually. Thus, the responsibilities on the firms can be said as decreased, and now and then they do not need to waste time on matters other than production. Now the logistical firms aim to relieve the burdens of the firms with new logistical methods and they can support the firms in areas that they have no expertise.

The firms in Turkey to professionalize and for them to be a part of the world market, they have to effectively make use of the new logistical methods. It can be said that the export rate has been increased in the later years in Turkey because of government incentives on getting a good deal on raw materials, on credits, etc. In order to raise the export rate, companies should be supported on the activities other than production, and they should determine the logistical firms that can best serve their interests. In order companies to have a say in the world market, instead of traditional logistical firms, they should work with the logistical firms which follow the latest developments and which render quality services by specialized people.

Keyword: Logistics, Supply Chain Management, 3PL, 4PL, 5PL