

A Study on “Current Scenario of Logistics Supply Chain & Distribution Management in India”

Sweta Singh

Assistant Professor, BMS Department

Thakur Shyamnarayan Degree College, Kandivali (East), Mumbai, India

Abstract: *Integrated business planning (IBP) is a process for translating desired business outcomes into financial and operational resource requirements, with the overarching objective of maximizing profit and cash flow while minimizing risk. The business outcomes on which IBP processes focus can be expressed in terms of the achievement of the following types of targets:*

I. Revenue & demand

II. Service levels

III. Inventory levels

IV. Profits & margins.

Keywords: Logistics, Financial, Supply Chain

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