

Valahia University of Târgoviște

*2015 Supply Chain Management for Efficient
Consumer Response Conference*

(SCM 4 ECR)

The New Challenges of Digital World:

Consumer Engagement in

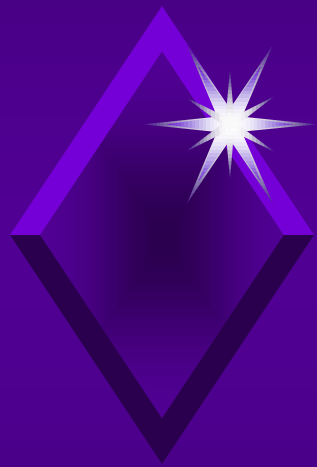
SUPPLY CHAIN MANAGEMENT

for

Efficient Consumer Response



Juliana Maria Bucur



*Strengths and issues in
implementation of technological
solutions in logistics of freight
distribution*

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“Vasile Goldis” Western University of Arad



*Logistics of distribution - innovation
and technology in optimization the
activities in logistics channel*

Storage,

Transportation,

Packaging,

Handling



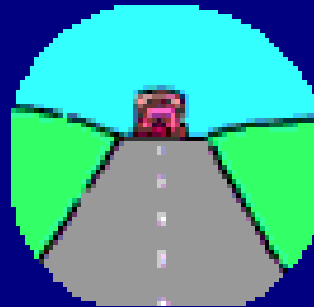
Innovation and technology in optimization the activities in logistics channel

Components of logistics channel	Types of equipments	Provided facilities
Warehousing - warehouses, distribution centers	Warehousing Management Systems WMS Voice command technology Pick & put-to-light technology Automation equipments AS/RS (automated storage and retrieval system) Warehouse control systems Automatic Guided Vehicles Robots Sorting equipments Horizontal carousels Conveyors Electro cars Shelving systems Scanners Mobile devices	<ul style="list-style-type: none">•Speed-up pick-up of products in order to form delivery units;•Management of storage spaces;•Minimize the number of handling and movements of goods•Collection of products for delivery using optimal routes•Handling and movement of goods

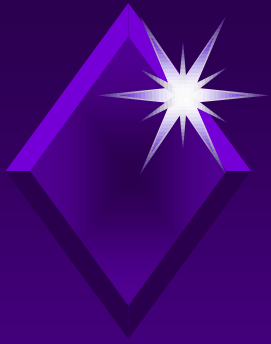


Transportation
and fleet
management –
delivery vehicles

**Transportation and Fleet
Management Systems**
**GPS devices for tracking
vehicles**
Telematic systems
Mobile devices



- Locating vehicles
- Monitoring and reducing
- Monitoring and reducing fuel consumption and mileage
- Monitoring speed
- Increase security of vehicle
- Growth of drivers' productivity
- Advanced diagnostics of vehicles
- Possibility of obtaining and transmitting information to customers in real time about the location of vehicles and freight
- Ability of permanent communication between drivers and headquarters and quickly getting information about delivery
- Rerouting in case of traffic congestions
- Avoiding breakdowns in traffic by getting regular reports on the state of vehicle



Retail - stores

Mobile POS systems

Mobile devices

Wireless devices

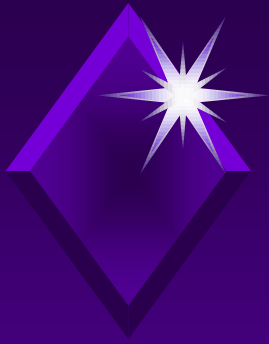
Scanners of tags

Portable printers

Portable computers

- Tracking the inventories
- Checking the activity and customer reviews
- In case of using cloud system, data availability even when the equipment or devices are damaged



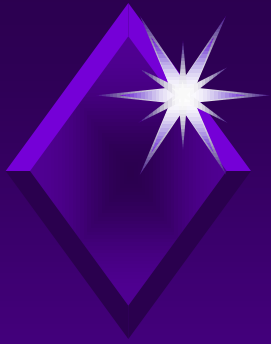


SWOT analysis of the introduction of mobile technology in retail

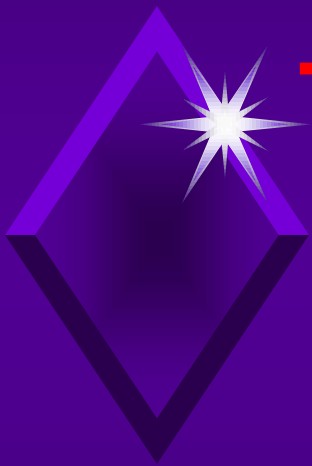
Strengths	Weaknesses
<p>Fast connectivity</p> <p>High quality audio reception in noisy environments</p> <p>The capability to scan documents, electronic tags and barcodes</p>	<p>The need for acquisition of new peripherals, and specific programs and maintenance services</p> <p>High cost of purchase and repair</p> <p>Rapid obsolescence of devices, peripherals and technology that underlies them</p> <p>Relatively short useful life of the devices</p> <p>Low capacity of batteries of mobile devices</p>



Opportunities	Threats
<p>New models of devices with advanced features</p> <p>New types of higher capacity batteries that offer a higher range of mobile devices</p>	<p>Incompatibilities between devices and new operating systems</p> <p>The lack of possibility of updating or adding new features (add-ons) for technology development</p> <p>The existence of hidden costs associated devices purchased</p> <p>Cyber attacks</p>



Conclusions



Thank you for your attention!