

THE MANAGEMENT OF DIRECT AND REVERSE LOGISTICS FOR ELECTRONIC AND HOME APPLIANCE PRODUCTS

Mihaela ŞTEŢ

ABSTRACT

Optimization of activities in the logistics channel of electronics and home appliance targets the lowest cost for the distribution process to final customers, and on the other hand , troubleshooting related to European law for the recovery of cast-off products. In an integrated vision, problems of distribution and collection of waste products can be considered together, which may result in increased efficiency in managing this type of problems.

Key words: optimization, reverse logistics, indicators, distribution, collection

