

Logistics Management Efficiency and Supply Chain of Cabric Company (Thailand) Co., Ltd.

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Abstract: Research objectives 1) To study logistics and supply chain management of Cabric (Thailand) Company Limited. 2) To study the work efficiency of the employees of Cabric (Thailand) Company Limited in providing services to the establishment. 3) To compare the performance of employees of Cabric (Thailand) Company Limited in providing services to the establishment. 4) To study logistics and supply chain management that affects the work efficiency of Cabric (Thailand) Company Limited employees in providing services to establishments. Using 200 questionnaires. It is a tool for collecting data. And use statistics to analyze the data, namely percentages, averages, hypothesis testing, One-Way ANOVA, and Multiple Regression Analysis. The number of times orders have been placed has an effect on the productivity of Cabric (Thailand) Co., Ltd. employees in servicing the establishment. that is no different Logistics and supply chain management Forecasting customer needs Procurement aspect and packaging Influences the work efficiency of Cabric (Thailand) Co., Ltd. employees in providing services to the establishment. Statistically significant at the 0.05 level.

Keywords: Logistics Activities, Services, Establishments Logistics

1. Introduction

Currently, logistics and supply chain management It is an important goal that entrepreneurs can use to gain a competitive advantage. Both at the business level and national level Due to globalization. (Mangan, & Lalwani, 2016) As a result, business competition becomes more intense. and greater trade liberalization. As a result, businesses must upgrade their ability to conduct business in every possible way. (Whalley, 1985) Both reducing business costs and creating new added value to offer customers. managing the process of delivering products from manufacturers to consumers throughout the supply chain. which in general business operations Entrepreneurs will mainly consider production costs. and trying to find ways to reduce production costs. To fight with other competitors on the market This is because product prices are increased to maintain the same level of income. It is quite difficult given the nature of the market structure. the current competitive environment, logistics and supply chain are important elements in business operations that affect operations within the organization. and effectively respond to customer needs. (Ferris, & Graddy, 1991)

Logistics plays an important role in businesses in different economic conditions at different times. This has a direct and indirect impact on the main activities and secondary activities related to the logistics

and supply chain operations of the organization. (Clark, 1967) To reduce costs and create added value for products and services. At present, it is generally accepted that Supply chain and logistics management It is an important tool for reducing costs and increasing organizational efficiency. To increase competitiveness. But whatever Organizations that can gain competitive advantage from process improvement (Lambert, & Stock, 1993)

You must first recognize the efficiency of your organization's supply chain and logistics system. Performance indicators have therefore been developed as a tool to measure the efficiency of supply chain and logistics systems, consisting of cost dimensions, time dimensions, and reliability dimensions. (Daganzo,2005)

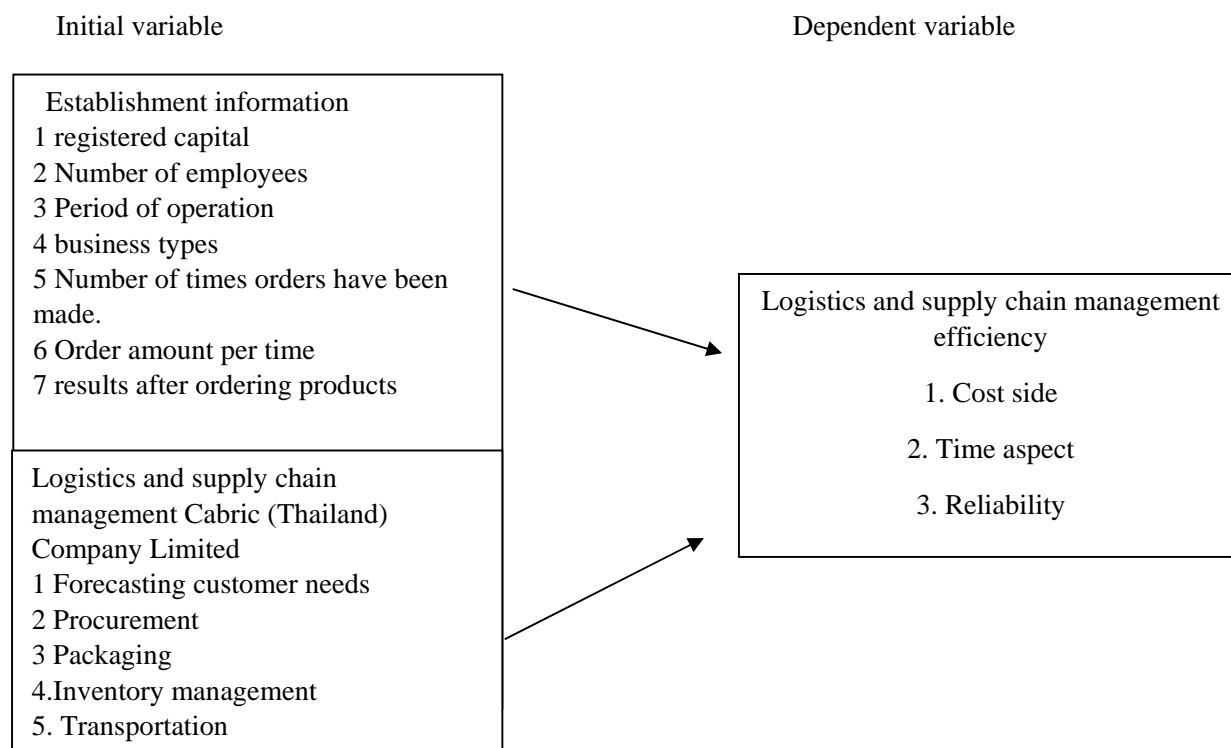
From the above information, the researcher is interested in studying the efficiency of logistics and supply chain management of Cabric (Thailand) Company Limited. In order to use the results from the study as guidelines for improving and developing logistics management and supply chains to be more efficient. (Lambert, & Stock, 1993)

2. Objectives of the Study

To study logistics and supply chain management of Cabric (Thailand) Company Limited. To study the work efficiency of employees of Cabric (Thailand) Company Limited in providing services to establishments.

3. Conceptual Framework

From the aforementioned research, the researcher relied on the theoretical concepts of logistics and supply chain management that consists of 5 activities Summarized and coordinated into a conceptual framework for the study. Efficiency of logistics and supply chain management of Cabric (Thailand) Company Limited as follows:



A study on the efficiency of logistics and supply chain management of Cabric (Thailand) Company Limited. The objective is to study logistics and supply chain management of Cabric (Thailand) Company Limited. Work efficiency of employees of Cabric (Thailand) Co., Ltd. in providing services to establishments Compare the efficiency of the work efficiency of the employees of Cabric (Thailand) Company Limited in providing services to the establishment. Logistics and supply chain management that affects the efficiency and work performance of Cabric (Thailand) Co., Ltd. employees. in providing services to establishments Information from the study can be used as a guideline for improving and developing logistics and supply chain management to be more efficient. The methods for the study were determined as follows.

Population and sample used in the study

Population used in the study Establishments that sell adhesive tape nationwide which are 350 customers of Cabric (Thailand) Company Limited (information as of 19 May 2023). This study Use the calculation of sample size (Sample size) with knowing the exact population of Taro Yamane (Yamane, Taro,1967 :56) at the confidence level of 95% as follows.

$$n = N / (1 + Ne^2)$$

$$n = 350 / (1 + 350(0.05)^2)$$

$$n = 350 / (1 + (350 \times 0.0025))$$

$$n = 350 / (1 + 0.233)$$

$$n = 350 / 1.233$$

$$n = 186.67$$

In the calculation, there will be a sample size of 187 people, but this is to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample size of 200 cases.

4. Study Results

Study of Efficiency of logistics and supply chain management of Cabric (Thailand) Co., Ltd. The sample group studied is an establishment that sells adhesive tape throughout the country. Using 200 questionnaires. It was a tool for collecting data and 200 sets were returned, accounting for 100 percent. The results of the study were divided into 5 parts as follows. Logistics and supply chain management factors have an influence on the performance of employees of Cabric (Thailand) Co., Ltd. in providing services to establishments. It was found that logistics and supply chain management factors have an influence. on the work efficiency of employees of Cabric (Thailand) Company Limited In providing services to establishments, the Sig value is equal to .000, which is less than the statistical significance at the .05 level, indicating that the secondary hypothesis H1 is accepted, indicating that logistics and supply chain management factors influence the work performance. Employees of Cabric (Thailand) Co., Ltd. providing services to establishments.

The results of the analysis of logistics and supply chain management factors influence the performance of employees of Cabric (Thailand) Co., Ltd. in providing services to establishments.

| Logistics and supply chain management | B | Std. Error | Beta | t | Sig. | Test |
|--|------|------------|------|------|-------|------|
| (Constant) | .227 | .086 | | 2.64 | .009 | Yes |
| In terms of forecasting customer needs | .597 | .065 | .284 | 9.14 | .000* | no |
| Procurement aspect | .644 | .093 | .338 | 6.89 | .000* | Yes |
| Packaging | .359 | .151 | .182 | 2.37 | .019* | yes |
| Inventory management | .265 | .181 | .131 | 1.45 | .146 | no |
| Transportation | .156 | .236 | .079 | .660 | .510 | No |

* Statistically significant at the .05 level.

Results of analysis of logistics and supply chain management factors that influence the work performance of Cabric (Thailand) Co., Ltd. employees. In providing services to establishments, it was found that Forecasting customer needs Procurement aspect and packaging influence work performance of employees of Cabric (Thailand) Co., Ltd. in providing services to establishments Statistically significant at the .05 level.

5. Summary of Results, Discussion of Results, and Recommendations Summarizing the Results

A study on the efficiency of logistics and supply chain management of Cabric (Thailand) Company Limited. The objective is to study logistics and supply chain management of Cabric (Thailand) Company Limited. To study the work efficiency of employees of Cabric (Thailand) Company Limited in providing services to establishments. To compare the performance of employees of Cabric (Thailand) Company Limited in providing services to the establishment. To study logistics and supply chain management that affects the work efficiency of employees of Cabric (Thailand) Company Limited in providing services to establishments using 200 sets of questionnaires as a data collection tool. And statistics were used to analyze the data, namely percentages, averages, hypothesis testing using One-Way ANOVA and Multiple Regression Analysis. From the results of data analysis, the following conclusions can be drawn:

Personal Information

From the study of Logistics and supply chain management efficiency of Cabric (Thailand) Co., Ltd. It was found that the majority of respondents Registered capital 1,000,000-5,000,000-baht, number of employees 50-100 people, period of operation 3-6 years. Business type is a stationery store. Orders more than 5 times per year. Amount of order per time. 15,000 baht or more and the product you receive correctly meets your needs.

Suggestions obtained from the study

The researcher has suggestions for benefit as follows: In doing this research, it became known Logistics and supply chain management efficiency To be used as a guideline for developing logistics and supply chain management in the company. to increase efficiency as follows:

1. Forecasting customer needs Sales executives should focus on customer demand forecasting activities. Focus on accurate forecasts by estimating product demand using historical data combined with future trends to be close to actual demand. To plan the procurement of raw materials Plan production to be in line with demand.

2. Procurement aspect Procurement executives should give importance to procurement activities. Yo focuses on the procurement of raw materials to be consistent with production. or customer needs By planning the purchase by collecting information from many raw material suppliers in order to negotiate prices. And reduce the risk of raw material delivery not being able to meet the demand for use by the production department. Make a forward purchase contract that fixes the price for a certain period of time to prevent sudden adjustments in raw material prices, which will affect production costs. So that we plan to reserve important raw materials in an appropriate amount to strike a balance between the cost of ordering and the cost of storing raw materials.

3. Inventory management The person responsible for the warehouse should give importance to warehouse management activities. Focusing on the application of appropriate technology and the maximum use of resources within the warehouse, such as the utilization of space and labor. and inventory management in the raw material warehouse to be suitable for production and to quickly rotate products within the warehouse. By organizing a system for storing products into categories to prevent products from being damaged due to end of life and product movement. There are various types of product sorting and storage systems that give importance to products. and product type mainly

4. Packaging aspect Those responsible for packaging should give importance to packaging activities to ensure stability and strength. Specify the product details in each box correctly. Including focusing on repackaging that takes place within the warehouse department.

5. Transportation Those responsible for transporting goods should give importance to transport activities. Focusing on the part of scheduling bus trips. Reducing empty transportation Reducing transportation that is not full. The application of technology helps in various departments by planning the delivery of products to customers at the time they have appointed them by setting a clear schedule for receiving products from the warehouse. Coordinate work with relevant departments to arrange products in transport vehicles that do not cause damage to the products. Plan effective delivery Use cars and drivers that are ready for use. In order to make the product reach the recipient in time.

Suggestions for next study

1. There should be additional studies on the quality of life of operational employees of Cabric (Thailand) Company Limited.

2. In the next study, the study should be done using interviews with employees working in the company. In order to gain insights into the analysis of logistics activities within the company more efficiently.

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