

SIGNIFICANCE OF ONLINE RETAIL LOGISTIC DESIGN IN INDIAN CONTEXT

Rekha U. Menon¹ & Pramod M²

¹Lecturer (BBA), Govt. Law College, Thrissur, Kerala, India

*²Research Scholar, Manager Materials, Kerala Feeds Ltd., (A Govt. of Kerala Undertaking),
Kallettumkara, Thrissur, Kerala, India*

Received: 07 Feb 2018

Accepted: 02 Mar 2018

Published: 10 Mar 2018

ABSTRACT

Post globalization and privatization era along with technological advancement has thrown open many new business segments in our country. Online retailing is one among them. Some domestic initiatives started in a modest manner had showed their strength and established the potential of online retailing. Now this segment is highly competitive as Indian arms of foreign retail giants and many Indian corporate were entered into the fray. The reports from the comparatively young industry reveals the fact that many firms, including those backed by big business houses and at the other end those who are comparatively small players, have lost their way amidst the success of a few. The cases of those who were successful expose that they have planned their logistic network in a better mode, which emphasizes the importance of logistics network design in online retailing. Even though logistic network design is not a new concept, the elements to be used for network design in the case of online retailing are to be carefully selected and planned. This paper portrays the significance of logistics network design and various elements to be taken care while designing logistic structure of an online retail firm, how big or small it is.

KEYWORDS: *Online Retailing, Logistic Management, Logistic Network Design, Warehousing*