



The role of logistics is integral in every industry. The main aim of logistics deals with taking care of 7 R's these are as follows:

1. Right Product

While designing/manufacturing/selecting a product, the organization should look into potential issues that can arise during transportation. **Special packaging** requirements, for example, can arise from the product's weight or bulk, its **shape** or its **fragility** and distance of transportation.

Product when designed properly will greatly facilitate logistics if they ensure a certain level of **standardization** in the product's measurements during the design will make packaging, warehousing, product handling and transport considerably easier. The best strategy is to choose a product that is **in demand** and that can **guarantee profits**. Having right knowledge and using the right product will facilitate in efficaciously managing the time and resources.

2. Right Customer

Customers are the **core component** of supply chain processes. The *right* customer is about finding the customer and **creating an awareness about our product and services**. The greatest challenge involved in this would be **to identify the customer to be targeted**. The solution to finding the right customer would be to do a **market research**. Managers must have knowledge about their target market. If the products are sold in the right market then the company gains more leads and they get the right customers that can stay with them life-long.

3. Right Price

Pricing is imperative for the businesses as it is the factor that decides whether it has incurred profit or loss. The supply chain manager should research market trends **and set competitive prices** for the goods and services. They must have an appropriate price value in order to track the company income and expenses. A good system for storing and updating the right prices ensures success in logistics management services.

4. Right Quantity

Sending right amount of products is also important in logistics. It is the task of the supply chain managers to find the right quantity of deliverables and to coordinate with the manufacturing and delivery team to get the right quantity of products delivered to the customers. If we do not meet the demand of product, we will ultimately lose some chance of making money. Also if we have excess quantity our **warehousing expenses** and other associated expenses will increase. So the production must be in a balance to cater the demand and must not make huge inventory cost.

5. Right Condition

The right condition in logistics is about the **safe delivery** of the proposed product. The **quality of the products** should be maintained till the time it reaches the end user or the customer. The distribution strategy should be such that it is **preserving the quality** of the product without increasing the overhead costs. It is the duty of the supply team to ensure that the goods **are stored properly** and delivered to the customers in the right condition.

6. Right Time

Time is a **crucial factor** in logistics. Even if everything else in the process is done accurately the entire process can fail if the timing is not right. You must have the products **on the shelves or in stock** at the right time to cater to the demand if the product demand is not met at the right time it might be lost to competition. **Customer's satisfaction** and long-term relationship are only possible if the products are delivered to the customers at the right time. It is the task of managers to develop a tracking system and coordinate with the delivery team to get the items delivered before the deadline.

7. Right Place

The managers can develop a robust delivery system with **location tracking** so that both the customers and the providers can track the exact location of the product and get it **delivered to the right place**.