

# A Study on Impact of Logistics Performance on Organizational Development with Special Reference to Sarvam Logistics India (P) LTD., Coimbatore.

Ms.M.DEEPIKA <sup>1</sup> , Dr.C.MEERA <sup>2</sup>

Student, School of Management Studies, Karpagam College of Engineering, Coimbatore, India

Head of the Department, School of Management Studies, Karpagam College of Engineering, Coimbatore, India

## ABSTRACT

This study focuses on analyzing the impact of logistics performance on organizational development with special reference to Sarvam Logistics India Pvt. Ltd., Coimbatore. In today's competitive business environment, logistics plays a critical role in ensuring smooth operations, cost efficiency, and customer satisfaction. The research examines how logistics performance influences key areas such as supply chain management, financial performance, marketing performance, and employee efficiency. The study adopts a descriptive research design and uses both primary and secondary data. A structured questionnaire was used to collect data from 120 employees using convenience sampling. Analytical tools such as percentage analysis, chi-square test, and correlation were applied to interpret the data. The findings reveal that efficient logistics performance leads to improved delivery speed, reliability, responsiveness, and cost optimization, which directly contributes to organizational growth. The study concludes that strengthening logistics strategies and supply chain integration enhances productivity, profitability, and overall organizational effectiveness.

## I INTRODUCTION

Logistics is a vital component of modern business operations, involving the planning, implementation, and control of the movement and storage of goods, services, and information from origin to consumption. It includes functions such as transportation, inventory management, warehousing, order processing, and customer service. Efficient logistics ensures timely delivery, reduced operational costs, and improved customer satisfaction, which are essential for organizational success. In recent years, logistics has evolved from a support function to a strategic element that contributes significantly to competitive advantage.

Organizational development refers to the planned efforts undertaken by organizations to improve efficiency, effectiveness, and adaptability. It focuses on enhancing processes, systems, employee performance, and organizational culture. Logistics performance plays a crucial role in organizational development by improving operational efficiency, supporting decision-making, and strengthening relationships with customers and suppliers. In this study, the relationship between logistics performance and organizational development is analyzed to understand how effective logistics practices contribute to business growth and sustainability.

## II. REVIEW OF LITERATURE

Several researchers have emphasized the importance of logistics and supply chain management in improving organizational performance. Studies indicate that logistics activities such as transportation, warehousing, and inventory management have a significant positive impact on efficiency and productivity. For instance, research findings highlight that effective inventory and warehouse management reduce costs and improve service quality. Similarly, transportation management practices like route optimization and shipment tracking enhance delivery performance and customer satisfaction.

Other studies reveal that supply chain management plays a crucial role in achieving competitive advantage and improving organizational outcomes. Strong coordination among supply chain partners, supported by information sharing and trust, leads to better logistics performance and overall business growth. Additionally, technological advancements such as data analytics, automation, and real-time tracking systems have been found to significantly enhance logistics efficiency. Overall, the literature suggests that logistics performance is a key driver of organizational development, influencing financial, operational, and marketing performance.

### III. OBJECTIVES OF THE STUDY

The primary objective of this study is to analyze the impact of logistics performance on organizational development in Sarvam Logistics India Pvt. Ltd. The study also aims to evaluate supply chain management strategies and understand how logistics performance affects financial and marketing outcomes. Another objective is to assess employee perceptions regarding logistics efficiency and identify areas for improvement. Furthermore, the study seeks to provide suggestions for enhancing logistics performance to support long-term organizational growth and competitiveness.

### IV. RESEARCH METHODOLOGY

The study adopts a descriptive research design to analyze the relationship between logistics performance and organizational development. Both primary and secondary data sources were used for data collection. Primary data was gathered through a structured questionnaire distributed to employees of Sarvam Logistics, while secondary data was collected from books, journals, and company records. A sample size of 120 respondents was selected using convenience sampling.

Various statistical tools were applied to analyze the data, including percentage analysis, chi-square test, and correlation analysis. These tools helped in identifying patterns, relationships, and significant factors affecting logistics performance. The research methodology ensures a systematic and objective approach to understanding the impact of logistics activities on organizational performance.

### V. ANALYSIS AND INTERPRETATION

The analysis of data reveals important insights into logistics performance and its influence on organizational development. The majority of respondents indicated that efficient supply chain integration, timely delivery, and strong communication with partners significantly improve logistics performance. Factors such as delivery speed, dependability, responsiveness, and flexibility were found to be critical in enhancing customer satisfaction.

Financial performance indicators such as return on investment, profit growth, and cost optimization showed a positive relationship with logistics efficiency. Similarly, marketing performance, including market share growth and sales volume, improved due to effective logistics operations. The analysis also indicates that improved logistics performance leads to better employee productivity and smoother workflow within the organization. Overall, the interpretation highlights a strong connection between logistics efficiency and organizational success.

### VI. FINDINGS

The study identifies several key findings related to logistics performance and organizational development. It was found that effective logistics management improves delivery speed and reliability, which enhances customer satisfaction and loyalty. Strong supply chain coordination and communication contribute to better operational efficiency and reduced delays. The study also reveals that logistics performance has a significant positive impact on financial outcomes such as profitability and cost reduction.

Furthermore, marketing performance improves as efficient logistics ensures product availability and timely delivery, leading to increased sales and market share. Employee performance is also positively influenced due to streamlined processes and reduced operational challenges. Overall, the findings confirm that logistics performance is a critical factor in achieving organizational growth and competitive advantage.

### VII. CONCLUSION

The study concludes that logistics performance plays a vital role in organizational development by improving efficiency, reducing costs, and enhancing customer satisfaction. Organizations that invest in advanced logistics systems, technology, and employee training are better positioned to achieve long-term success. Effective supply chain management and strong coordination among partners further strengthen logistics performance and organizational outcomes.

In the case of Sarvam Logistics, efficient logistics practices have contributed to improved productivity, profitability, and market competitiveness. The study suggests that organizations should focus on continuous improvement in logistics

operations, adopt innovative technologies, and strengthen relationships with stakeholders. By doing so, they can enhance their overall performance and achieve sustainable growth in a dynamic business environment.

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