



# RIGHTS OF LOGISTICS



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### What are the 7 Rights of Logistics?

Getting the right product,  
in the right quantity,  
in the right condition,  
to the right place,  
at the right time,  
to the right customer,  
at the right cost.

Let's look at each one of these points individually...





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### Right Product

Within logistics it's vital you have a comprehensive understanding of the kind of product to be transported.

This product knowledge will result in;

- Improved decision making
- Foresight into Potential issues and challenges
- Knowledge regarding whether the product is heavy, large or fragile





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### Right Quantity

The customer orders a specific amount of product to meet their requirements, gained from their planning and forecasts. Order accuracy is vital, as inaccurate delivery quantities can impact production and direct sales to consumers.

**Meeting the customer requirements is essential;**

- Short deliveries will leave a requirement outstanding, and could result in another delivery
- Over deliveries will impact on stock levels, storage costs and potentially waste
- Utilising technology enables accuracy of quantity delivery against orders, many businesses expect 99%+ accuracy on delivery quantities





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### Right Condition

Products must arrive in optimum condition, there are many areas to consider which can impact on the condition of a product and which will determine the mode of transport chosen;

- Packaging
- Palletisation
- Fragility
- Hazardous Materials
- Weight





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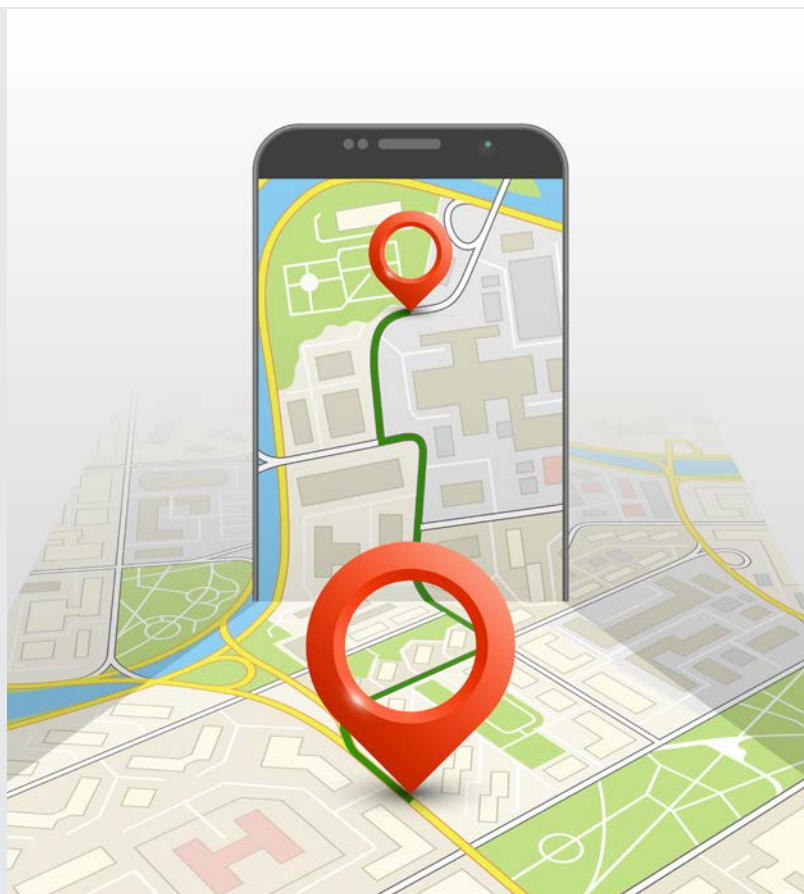


### Right Place

A good logistics and distribution strategy depends on understanding the end location of the product.

This includes the geographical location, along with any challenges which can be predicted en-route.

Technology supports the end to end tracking which ensures both the logistics company and the customer have full visibility of the delivery.





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### Right Time

Receiving goods at the specified time requested is vital to customers, whether this is to meet client demands, examples to highlight the importance of right time are;

- Supermarkets replenishing FMCG stock, ensuring freshness for the consumer
- Distribution/fulfilment centre's meeting client demands for products
- Manufacturers requiring components to complete production orders

Tracking systems ensure full visibility to all parties throughout the supply chain.





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### Right Customer

The right customer is a partner to your organisation, understanding the operational demands and commercial considerations.

Selection and research will ensure that your business is finding and working with like minded organisation's who value your business, your ethos and vision.







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### Right Price

A range of commercial considerations are required in order to price products and services correctly.

Projections, trends, running costs and competitiveness are all key factors to pricing products and services correctly in order to ensure profit.

It is vital that businesses cost their products at the right price, too high and they won't sell, too low and there isn't the profit which business is required in order to function.





0800 1422 522  
info@ioscm.com  
www.ioscm.com

