BUSINESS SUPPLIES LOGISTICS

Sylvana Lima Teixeira

Hugo Silva Ferreira

SUMMARY
In an increasingly competitive market, companies need to align their way of proceeding. Thinking about how to establish the first contact, what is the best technology to be used, what the input purchasing process is based on and its aspects, the flow of materials, the demand vector, the time to meet deadlines, establishing relationships with companies that supply raw materials, the issue of inventory and transportation, in short, an arsenal of factors that must be considered in business logistics so that its management is as efficient as possible. An organization that is able to minimize costs, increase productivity, move information more quickly, stimulate profitability, and consolidate competitive advantages all contribute to ensuring that the end recipient does not just acquire a product or receive a service, but gains value from the experience.
Keywords: Logistics. Purchasing. Supplies. Technology

ABSTRACT:
in an increasingly competitive market, companies need to align their way of proceeding. Think about how to establish the first contact, what is the best technology to be employed, on which is the process of purchasing inputs and their aspects, the flow of materials, the vector of demand, the time for meeting deadlines, the establishment relationship with companies that supply raw materials, the issue of stock and transport, in short an arsenal of factors that must be considered in business logistics so that their management is the most efficient. An organization capable of minimizing costs, increasing productivity, moving information more quickly, stimulating profitability, consolidating competitive advantages all contribute to the end recipient not only having to purchase a product or product. providing a service, but gaining value from the experience.
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1 INTRODUCTION

Business logistics should be viewed from a broad and systemic perspective, as there are several elements and personnel involved in the process, from the first contact with the company, with the verification of the customer's desires, with the opportunity given to satisfy them, until the delivery of the desired object and/or service. The way in which information is converted into the materialization of the product that the consumer expects can lead to the success or failure of the enterprise. The speed with which it is used, with the establishment of stages and deadlines, the products in stock, the communication channel, the replenishment of supplies, the process of purchasing inputs, in short, the entire internal and external organization of the company gives it competitive advantages or disadvantages in the market.

In addition to all this, there is the issue of the relationship between the investment made in the purchasing process, in the management of technologies capable of facilitating the exchange and access to information, all aimed at productivity, with the minimum financial burden, and via reflection in the addition of value to the customer's experience with the company.

Therefore, understanding how this logistics works was the driving force behind this present *paper*, ratified in bibliographic research that rests, according to Alyrio (2009, p.82) on “investigation in theoretical material on the subject of interest” and that, for Marconi and Lakatos (2007), represents the verification of studies carried out as an elementary and relevant basis for the theme under analysis.

This time, in terms of qualitative structuring, the reasoning is developed based on theoretical support extracted from scientific articles, master's dissertations, and finally bibliographical materials, which will constitute reflections and arguments on the following topics, namely, strategy in the supply chain, the purchasing process and technology in supply logistics.

2 SUPPLY CHAIN STRATEGY

Every company has the expectation of establishing itself in the market as a brand that values quality and commitment to its users. It requires an investment of time in developing strategies, action plans, financial resources and technologies, and finally, in involving human capital behind all mechanical operations, to build solid foundations for the enterprise. Structured and easily understood procedures are encouraged even to provide publicity to those directly or indirectly linked to the tactical and operational system. In this sense, the actors involved within the organization, regardless of their hierarchical level, must be aware of how the management of production chains works, and the logistics used from the initial contact with the company until the product and/or service is received by the final recipient. How information is processed, which front-line sector receives the first contact, how support is provided, the sector responsible for checking stock, who will act as the bridge manager for supplying and replenishing supplies, the appropriate means of transport, delivery times, suppliers, in short, all of this concerns logistics, the operational functioning of the organization.

> Logistics is not only made up of a large number of activities in an organization, but it also requires that these activities be treated in a systemic way so that the maximum gains can be extracted from them. The challenge is to balance

> service expectations and expenses in order to achieve business objectives. (Valentine*et. al*, 2006, p. 1)

In practical terms, logistics, according to Costa (2010), is based on three pillars. The first is material management, in other words, the acquisition of inputs and anticipatory vision to control products that may be in short supply. The second is focused on the movement of goods, transportation, and the internal movement of materials, that is, in factories, in supplier fields, and in storage locations.

The third pillar, closely related to the movement of these goods, is physical distribution which, in Leite's view*et. al*(2017, p. 679*apud*BERTAGLIA, 2009), encompasses “stock management, order management, storage, transportation, among others. Therefore, since it is part of so many actions, it is concluded that its good management gives the company a competitive advantage, placing its products within the reach of consumers”.

By tying this thought, Leite*et. al*(2017) concludes that the tripod on which logistics is supported, as explained above, slips in the transformation itself of products suitable for effective delivery, whose main beneficiary is the user with the acquisition of excellent goods with added value, which gives the service a label of exclusivity due to the high level demonstrated throughout the procedure.

This flow of information, in essence, has repercussions on the creation and improvement of the value of the product and service offered, which, according to Bonatto*et. al*(2019), results in competitive advantages and, consequently, profitability by integrating all elements of the logistics process in order to achieve efficiency in its management. It also has the purpose of “promoting the integration of*stakeholders*and generate business profitability” (Costa*et. al*, 2017, p. 154).

Therefore, Andrade (2012) determines that the sector is relevant, as it materializes the organization's entire discourse in practical operations, which leads to its strategic methodology as a pillar in terms of competitive advantage in the face of an increasingly agile and demanding market. The consequence was the promotion of this department to a prominent position within the organization. So much so that Andrade (2012) is categorical in stating that the business motto is to offer quality products to the consumer with the minimum impact on the costs to be borne by the company due to the aforementioned fact of preserving its competitiveness against competitors, which will maximize the relationship between the company, employees and users, in addition to providing efficient business management with representation in the market. Therefore, for Ballou (2006), logistics represents the personification of the value added to the service and/or product for all stakeholders holding

direct interests, whether customers or suppliers. Bowersox*et. al*(2002), in addition to the value element, it brings the time component to the management of processing orders placed, interconnected to a supply chain. This chain, in Ballou's (2006) view, is composed, among other elements, of means of transport and control of materials in stock.

> The supply chain is a set of approaches that efficiently integrates suppliers, manufacturers, warehouses and commercial points, so that the goods are produced and distributed in the correct quantities, to the delivery points and within the correct deadlines, with the objective of minimizing the total costs of the system while still meeting the requirements in terms of service level. (Simchi-Levi*et. al*, 2010, p. 33).

Lambert and Cooper (2000, p. 66) understand that “supply chain management is the integration of key business processes from the end user to the initial suppliers of products, services and information that add value to the buyer and other interested parties”.

As it is a strategic aspect, the supply chain, in Leite's understanding*et. al*(2017, p. 680) “deals with demand forecasting, supplier selection, material flow, contracts, studies information and financial movements, and new facilities such as factories, warehouses, and distribution centers”, without any harm to the communication channel with the customer. The commitment of the actors at each stage is necessary for effective success.

> For the supply chain to be successful, there must be support from everyone involved, especially managers, who must ensure that their team is committed to the objectives of the chain to which they belong. It is extremely important that everyone is aware that each action taken will reflect on the actions of the rest of the chain. (Silva and Braga, 2018, p. 112)

Bowersox*et. al*(2002) resumes the discussion on the subject of supply chain by prescribing its link with the relationship factor between companies, where products, information, skills, and costs are shared in favor of establishing a practical link between companies, suppliers, and users for the benefit of competitive consolidation. Jacobs and Chase (2012) link this understanding by aligning information and material correlates with the logical triggers of organizations' services. Slack's vision is in the same sense*et. al*(2002), for whom the key words of supply chain are business relationships, efficient management of internal processes and external connections with consumers. Andrade (2012)*apud*Vollmann*et. al* 2006) reinforces all of the above by listing the benefits of this management, in particular, the provision of stock supply so that there is no shortage, maximum productivity, cost reduction when working on a large scale, partnerships with suppliers and predictability.

> Within the supply chain, from the perspective of individual operations, one of the key issues is how companies should manage their relationships with suppliers. Traditional market supply relationships, where each effective transaction becomes a separate decision, have advantages, such as: competition between alternative suppliers; flexibility inherent in more than one supplier; exploring innovations regardless of where they originate, etc. However, there are disadvantages to adopting this practice, such as: greater market uncertainty, greater resources in the purchasing decision; and strategic risks in subcontracting activities to other companies. In partnership supply relationships, consumers and suppliers are expected to cooperate and share resources and skills in order to achieve mutual benefits beyond those they would expect to obtain alone. To this end, several factors influence this relationship: long-term expectations; multiple points of contact; transparency of information; joint coordination of activities; trust, among others. (ANDRADE, 2012, p. 8)

The fact is that the structure designed in terms of logical triggering of the supply chain requires planning, relationships with suppliers to reduce costs in the purchase of materials, links with consumers to understand their desires and the delivery of accessible, quality products with added value in the process of acquiring them.

2.2 THE PURCHASING PROCESS

What product to offer, what its components are, who the suppliers will be, what the delivery deadline for the inputs is, what the deadline is for making the final product, in short, all these elements are part of the purchasing process of a company department or, in the words of Andrade (2012, p. 11), “it is a sequence of processes or stages with the objective of providing materials and services to an organization”.

By expanding the view of the relationship, Silva and Braga (2018, p. 119) state that “not only components and raw materials are acquired from other companies, but also services of various types: distribution, storage and transportation of products and inputs, employee meals, parking, among others”.

The art of purchasing has as its primary function the measurement of the performance of the production chain which, according to Slack*et. al*(2002) is based on financial investment factors, the reliability and credibility of those involved in the process, the timeliness of response and delivery, the quality of the materials used and the flexibility in modeling expectations regarding the product and its inherent elements. For quality, Slack*et. al*(2002) states that the congruence of the product offered with the consumer's desires is only achieved through specific planning regarding the customer's real needs regarding the item.

desired. Speed is related to the response time and product shipping time as a way of keeping up with the increasingly instantaneous dynamics of market demands. Trust is the certainty that the commitment made will be honored, that is, the product will be delivered at the expected time and in the expected quantity. As a corollary, there is flexibility which, for the author *Slack et. al* (2002), is based on any changes that may occur regarding the product's details, external factors that may extend the delivery period, as well as the possibility of improvements to the product itself.

After considering all these variables, the final price is determined, taking into account all the financial investments required for this purpose, considering that any purchase essential for manufacturing the product will impact its final cost and the company's actual profit. In closing this line of reasoning, Andrade (2012, p. 17) explains that "companies' purchasing departments seek to customize acquisition costs so that they become competitive, through an analysis of the following parameters: product life cycle; market dynamics and number of suppliers".

It is the integrative part and, why not say, in Monckza's conception *et. al* (2010), representative of business competitiveness due to its strategic role in the aspect of planning and its developments, namely, the results achieved, the impact of the decisions taken, the research carried out, the materials selected for production, the verification of the expected quality and the time invested to obtain the minimum quantity of safety margin required.

In this sense, Soares (2003) clarifies that the purchasing process is closely linked to the best practices existing in the consumer environment with a view to placing the organization within the level of success in its niche. These practices are aimed at planning, measuring performance, establishing a communication channel, exchanging information and effective relationships with suppliers and consolidating a more integrative organizational culture.

2.3 TECHNOLOGY IN SUPPLY LOGISTICS

Information processing has evolved over time. Having control over it and its effective handling for the benefit of the company is already something encouraged in a market that is increasingly impatient with the response process. It is inconceivable to wait days for a ready solution. Bandeira and Maçada (2008, p. 288) state that "information has always been a

important element for logistics operations, without which no aspect of the supply chain would be able to provide a high level of performance".

With propriety, the information collected makes it possible, in the authority of Silva and Braga (2018, p. 112), to "develop differentiation strategies, identify points for improvement in the flow of processes, eliminate activities that do not add value to the customer and thus obtain competitive advantages over competitors".

Along the same lines of reasoning, it is clear that the standardized and interconnected organization of the flow of materials, in a more dynamic way, based on access to information in real time, is an objective pursued by organizations, since, according to Dias (2018, p. 132), "it is possible to avoid the occurrence of duplication in the chain, that is, two or more elements producing the same type of good or service". Therefore, information technology emerges as a true ally in the business logistics process, a trend that at the same time provides maximum performance in the processing of information and its conversion into profit for the organization and in satisfying the expectations of the customer, the final destination of the production chain. A relevant role in the management of the company and in the construction of added value.

> In recent decades, the business environment has been marked by significant changes. Globalization has forced organizations to be concerned not only with their costs, but also with aspects such as customers, product differentiation, Information Technology (IT), innovation and supply chain. In this sense, companies seek to improve the level of service and reduce costs in an attempt to differentiate themselves and increase the perception of value among their customers. To this end, they make extensive use of IT. (BANDEIRA; MAÇADA, 2008, p. 288)

In view of the consumer's purchasing power, stimulated by the variety of goods available to them, which intensifies competition, technological instruments are designed based on the change in the qualitative profile of the consumer. Bonatto *et. al* (2019, p.3) state that "the most different systems can be integrated, assisting in the management of stocks, fleet, relationships with consumers or suppliers and even in long-term planning". Systems are strong allies in this process of managing supply logistics which, according to Bonatto *et. al* (2019 *apud* Platt ; Klaes (2010), the most used are ERP (*Enterprise Resource Planning)*, SCP (*Supply Chain Planning*), CRM (*Customer Relationship Management*) and TMS (*Transportation Management Systems).*ERP portrays the business management system in a way that condenses information from all departments, whose data is accessed based on the needs of the sector. SCP is guided by demand and the establishment of plans for executing chain procedures. CRM is the system that addresses consumer relationships, while TMS focuses on

issues of transporting the product as a whole, such as freight and satellite tracking.

Bowersox (2010) also makes his contribution in this regard by listing artificial intelligence, readings made through bar codes and optical sensors, electronic data exchange and the use of personal computers. Artificial intelligence provides time maximization, high productivity, reduction of human capital costs, in addition to providing quality in logistics. The result is felt in the facilitation of the decision-making process by providing greater assertiveness. Reading supplies through bar codes makes it easy to check all relevant information about the product, including its location. In the same reasoning, there is electronic data exchange as a communication structure, whose objective, in the words of Leite*et. al*(2017, p. 680), is to "increase internal and external productivity, assist in the effectiveness of relationships between channels, make the company capable of international competitiveness and reduce operating costs, as it reduces labor".

Last but not least, there is the use of personal computers to obtain information more quickly. The consequence is the dissemination of a culture of decentralizing procedures within the chain, which shakes the rigid structures of the organization, leading it to a position of greater flexibility. Therefore, the use of technology is welcome, given that, for Leite*et. al*(2017, p. 687) "ensures agility in the exchange of information, reduces bureaucratic and operational costs; assists in logistical management; is capable of interpreting data and synthesizing them in the form of reports".

FINAL CONSIDERATIONS

All of the above has led to an understanding of the importance of organizing the corporation's internal procedures. Logistics must be taken into account since it is the basic and no less important path to consolidating the company's image in dealing with its customers, from the first communication with the narrative of their need to acquire a good or provide a service until its effective implementation. Concern for the quality of the product offered, establishing links with suppliers, the process of verifying the best offers for purchasing inputs, the degree of commitment to partners regarding meeting deadlines, the communication channel, in addition to the use of technology, all of this can leverage the organizational endeavor. Being aware of social dynamics and knowing how to use information through mechanisms and technological tools capable of facilitating its access is also part of this.

from the arsenal of this logistics chain, strategies that will have an impact on the market, profitability and competitive advantages. The result is certainly the much sought-after value to the experiences lived by users.

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