A STUDY ON THE REVERSE LOGISTICS SIGNIFICANCE WITH REFERENCE TOWARDS THE IMPLEMENTATION OF CAPTURING VALUES IN THE EXTENDED SUPPLY CHAIN

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ABSTRACT
The project titled “A STUDY ON THE REVERSE LOGISTICS SIGNIFICANCE WITH REFERENCE TOWARDS THE IMPLEMENTATION OF CAPTURING VALUES IN THE EXTENDED SUPPLY CHAIN” clearly states that the Product flows in today’s supply chains do not end once they have reached the customer. Many products lead a second and even third or fourth life after having accomplished their original task at their first customer. Consequently, a product may generate revenues multiple times, rather than a single time. Capturing this value requires a broadening of the supply chain perspective to include new processes, known as ‘reverse logistics’, as well as multiple interrelated usage cycles, linked by specific market interfaces. Coordinating the successive product uses is key to maximizing the value generated. The main focus is to highlight, what makes reverse logistics different from ‘conventional’ supply chain processes, but also point out analogies, and explain how both views can be integrated into an extended supply chain concept. The research design used for the study is conceptual theory provides the structure/content for the whole study based on literature and personal experience. Hence, the findings, suggestions and recommendations are constructed which is consider to be the important part of the project.

KEY WORDS: reverse logistics, key, literature and personal experience.