

**MASTER OF SCIENCE IN INFORMATION MANAGEMENT
(IS770)**

INDEPENDENT STUDY

(SMM 850)

INFORMATION HANDLING IN LOGISTICS

**MANAGEMENT – DRB ORIENTAL HONDA AS A CASE
STUDY**

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Abstract

Logistics Management these days is a key point of success in some business dealing. Logistics Management today has been fully equipped with new technology facilities such as Information and Communication Technology (ICT), update logistics facilities such as air transportation, sea transportation and land transportation and the skill-full professional staff's or workers who handle the job responsibilities. The emergence of ICT in logistics management business has increased the capability and deliverables results to the customers. Automotive Manufacturing business as an example has used ICT in their logistics business dealing with customers, suppliers and alliances. Effective and efficient strategic planning in an organization is important to drive the future and survival of the company. A part of the plan is by improving the Logistics Management area which focused more on customer needs. Deliverables of product to customer within specific period of time, effective communication with suppliers and alliances and efficient logistics operation towards daily operation activities can only be successful by implementing and enhancement of Information Handling in Logistics Management. Logistics Management these days is all about strategic planning, information, communication, knowledge workers, up to date facilities and transportation systems and also creativity.

Keywords

Logistics Management; Information; Information communication and technology; Global; Costs; Information Handling; Associates; Production Control; Automotive industries; Business alliances

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Chapter 1 Problem Statement and Objectives of the Study

1.1 Problem Statement and Scope of the Study

The study is to identify **Information Handling in Logistics Management** which taking Automotive Industries, DRB-Oriental-Honda (DOH) as a case study. This paper will brief the impact of Information Handling and also the efficiency of Information and Communication Technology to the logistics management which in line with DOH company mission *“To be a competitive automotive manufacturer globally with a high quality products, services, customers orientated and respects for individual needs”*.

Information handling in logistics management – DRB-Oriental-Honda as a case study has been chosen for a few reasons:

- a. Current logistics roles in the Economy which has a big impact in terms of organization survival in a global market competition.

- b. The emergence and roles of Information and Communication Technology in current business operation that have given a great insight especially in Automotive Business Industries. Customers now are looking for best services, fastest and accessibility. The said requirements need ICT as a supporting mechanism to make the dreams become reality.

- c. Competitive pressures in the world global market have caused the organization like DOH to find ways to differentiate their organization and products offerings. Logistics is a logical place to look because domestic organization should be able to provide much more reliable, responsive service to nearby markets than overseas competitors.