

# Why Study Logistics?

Logistics is:

- A 900 billion dollar industry in the U.S., 3.5 trillion globally.
- A major employer of Graduates (High-school, poly, private, college & university).
- Now viewed as a critical strategic business process

**It's big.** The Logistics share of the US gross domestic product is bigger than that of health care, social security or defence: the Logistics bill in the US is more than \$900 billion (2000).

**It's challenging and diverse.** A number of factors -- technology, globalisation of the world economy, the explosion in the number and variety of product offerings, environmental pressures and so on -- mean that Logistics professionals have to design and operate worldwide networks which are constantly in flux and which have to respond to a slew of critical concerns including service, profits, international politics, recycling and many others.

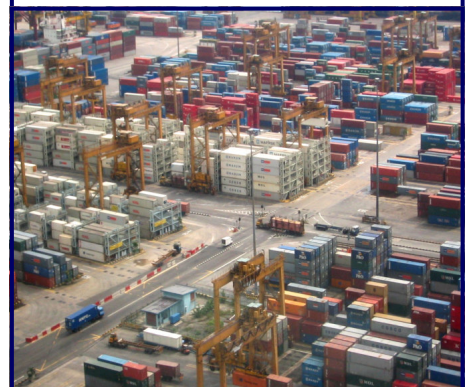
You are not restricted to working in one industry. Logistics is about the ability to deliver, and this applies to many industries, manufacturers, distributors, transportation companies and resellers.

**It's important.** Logistics is where tomorrow's strategic advantage will be created. Companies like Dell, Carre-4, IKEA and Procter & Gamble are already leading the way in creating strategic business advantage through their Logistics and Supply Chain operations.

**It will get you places.** As the globalisation of markets and the ability to integrate international Supply Chains continue to become more and more important sources of corporate growth, tomorrow's corporate leaders will be increasingly expected to have Logistics expertise. Even today, many corporate executives are those with Logistics experience.

**It is a source of power.** Logistics is the connection to the source of all corporate power -- the customer. Logistics is the area in which data is collected, and forms the link to the firms greatest asset – the customer. Because customer service is the driving force of the Supply Chain, Logistics professionals are positioned to drive value chain integration and customer fulfilment.

**It's booming.** As recently as ten years ago, there was virtually no such thing as a contract Logistics company, but today there are hundreds of them in business and a whole new industry has developed to supply them with new software. UPS Worldwide Logistics, FedEx Logistics, Sembcorp Logistics, Caliber Logistics, and scores of others are growing and changing the way business is conducted worldwide.



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**It's continuously changing.** Because Logistics practices and methods are changing every day, going back to "school" will ensure you are up on the latest and best methods, thinking and practices.'

**Individuals will be wanted and needed.** Because the field is only just now receiving attention, and because it requires common sense, the demand for educated and experienced Logisticians is far greater than the supply.



**It offers expanding and fulfilling career paths.** Logistics career paths offer it all - booming growth in numerous industries, expanding and important opportunities within corporations, increasing strategic roles within companies, lucrative compensation and the challenge of creating new industries leveraging new Logistics technologies and practices.



**It's fun.** Being a newly 'discovered' field there is potential for growth – for the individual and companies alike. It is ever changing and exciting, with opportunities to develop creative solutions to unique problems in challenging environments!

## LOGISTICS AS A CAREER

### Where?

Distribution management activities are carried out by the government, manufacturers, wholesalers, retailers, public warehouse firms, freight forwarders, and public and private transportation firms.

### How Far Can I Go?

Careers in distribution management provide an individual with the potential for rapid advancement within a firm.

### Doing What?

Positions available to students interested in transportation, purchasing and Logistics include physical distribution manager, inventory control manager, traffic manager, distribution centre manager, distribution planning analyst, warehousing/operations manager, and customer service manager. Distribution management positions are also available in the transportation industry in the areas of transportation marketing and operations management.

