

# INCREASING THE EFFICIENCY OF OUTBOUND GOODS MOVEMENT THROUGH LOGISTICS MANAGEMENT OF AIRLINES IN THAILAND

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## ABSTRACT

Abstract—In this research, there are three objectives (1) to study the ways to increase the efficiency of outbound goods movement through logistics management (2) to study how to improve the operational procedures of outbound goods movement by logistics management of airlines in Thailand (3) to study ways to increase the efficiency of outbound goods movement through logistics management of airlines in Thailand. It was qualitative research with 60 key informants from the domestic airline informants group.

The results showed that

1. The results analyzed the ways to increase the efficiency of the outbound movement of goods by logistics management found that the method of outbound movement of the factors managed is the reduction of the distance in the movement of goods for allows outgoing goods to reach the transfer point quickly. Furthermore, the method of developing an efficient distribution network system to increase convenience and savings in collecting and distributing products to customers. Increasing the size of the unit by storing movements at the carton, box, or pallet level, or using containers to move goods faster and in larger quantities to increase handling the cargo has a more rigorous process.

2. The results analyzed of data on how to improve the outbound cargo handling operations by logistics management of airlines in Thailand found that the loss reduction guidelines 1) should reduce the weight and size of the product. Due to the heavy weight of the product, resulting in delayed operations It takes more force than normal to lift. In addition, there is a risk of loss. If working continuously for a long time, it will cause fatigue and adversely affect health. 2) Should add equipment that passes force such as carts, hand lifts, and shelves for moving products. Makes it possible to move more products, but it takes time to wait for the product to be lifted out of the cart. To preparing forward the air cargo and reusing document-managed systems of information.

3. In terms of improving the efficiency of the outbound movement of goods through logistics management of airlines in Thailand, It was found that in terms of outbound movement of goods, airlines should have requirements for speed and cheapness required to receive the product within 1 hour. The accuracy of storing the product in a specific position must be quickness to distribute products within 3 hours. Speed in delivering products to customers within 24 hours. Products must not be dented, collapsed, or damaged from moving to customers. In addition to operating expenses not exceeding 2% of product sales this is to control the movement management system to be accurate and efficient.

Keywords—Optimization, Outbound Goods Movement, Logistics Management, Airlines in Thailand

## INTRODUCTION

At present, business is competitive due to diversity and fostering economic growth that still needs to change. Therefore, the company can achieve goal of increasing profits have a greater market share. Therefore, each department within the organization needs to have a lot of adaptation especially, the logistics work that needs to be adapted. Management of the movement of outbound goods It contributes to reducing costs and reducing the time of moving activities. Both in the warehouse product downgrade reduction in inventory levels and time of operating activities in all aspects. In order to increase the efficiency of warehouse management more affects the efficiency that will occur with the process of moving goods outbound efficiently(Kanticha Boonpilai, 2013).

The elimination or time reduction of activities related to the movement of raw materials and inventory during production. Including moving the finished product within the factory or warehouse the objective of handling the movement of cargo is to reduce the movement distance as much as possible. Reduce the number of moves resolving process bottlenecks for better flow and maximum reduction in offloading. To save labor and expenses to achieve the objectives in response to the most demanding (Department of Transport, 2021).

In addition, the researcher can apply the principles of increasing efficiency in various channels to improve the export of goods in order to be consistent with the development of logistics processes. It can also revitalize the supply chain of Air cargo to achieve shifts and changes that are documented and agents or even airlines that have to control the quality and increase the efficiency of service. From this study, the researcher can be used as a guideline for developing and increasing efficiency with relevant agencies and processes in strict accordance with the requirements and principles.

## LITERATURE REVIEWS

The research increases the efficiency of outbound goods movement through logistics management of airlines in Thailand focus on optimization and materials handling detail are as below;

Harrington (1996, pp. 1853-1931) defined total organizational effectiveness by focusing on organizational structure and goals. Defines 12 performances that reflect interpersonal relationships and management there are a system aimed at making work more suitable and easier. Which will reduce wastage in various fields, details are as follows;

1. Clearly Defined Ideal: managers need to know what they want to reduce ambiguity and uncertainty.
2. Use common sense; executives must develop their ability to make a difference by seeking knowledge and advice as much as possible.
3. Good advice (Competent Counsel) executives need advice from other people.
4. Discipline: Executives should define an organization for employees to trust according to various rules and disciplines.
5. Fair Deal: Executives should provide fairness and suitability.
6. Have up-to-date reliable information accurate and definite (Reliable, Diate, Accurate, and Permanent Records) managers should have facts to use in making decisions.
7. Immediateness of delivery (Dispatching) managers should use science-based planning for each function to keep the organization running smoothly and achieving its objectives.
8. Standards and Schedules (Standards and Schedules) managers must develop work methods and set working hours for each function.
9. Standardized Conditions: Executives should maintain a good environment.
10. Standard Operations (Standardized Operations) managers should maintain a standardized pattern of good practice.
11. There is a standard operating order specified (Written Standard-practice Instructions) management must specify systematic, accurate and written work.
12. Efficiency reward executives should reward employees for completing tasks.

2. Increasing efficiency in the movement of goods (Materials Handling) is an activity related to the movement of raw materials and inventory within the warehouse. To reduce the displacement distance as much as possible fix process bottlenecks for better flow Minimize loading and unloading as much as possible. In order to save labor and costs, the organization tries to reduce the number of moving objects as much as possible because every time there is a cost incurred from moving objects.

The usage of information technology to help and manage the part of routing and transportation of hazardous goods in proper time and division for transportation categorize signs and barriers on the transport route. (Sutthachaidee, W. 2019)

Therefore, the cost can be reduced in this aspect, will result in a reduction in the production cost per piece as well. According to Buranasak Madmai (2013) and Chaiyaporn Wongphisat (2014) have given the meaning of increasing efficiency in moving goods as It is the preparation of a workplace for each type of material to have a fixed position and equipment for moving those materials to be processed or activities that add value and facilitate production. Which to apply to achieve these things requires skills and knowledge in the selection of tools and

equipment for material handling. The use of appropriate materials for the task must be carried out systematically; even if the movement of goods is not It is a step to add value to the product directly, but managing the movement by organizing a suitable material handling system (Material Handling System) is something that each warehouse needs to find best way. Because each place has production area and storage areas for different materials or processes therefore, the organization of the cargo handling system may be the same or different depending on the choice to be able to manage activities efficiently. Therefore, the focus should be on the activities of the movement of goods. This is because inefficient cargo handling operations may cause unnecessary cargo handling problems. The product was lost and damaged. The problem of customer satisfaction decreased production delay problem workers and machines were left idle.

## METHODS

In this study It was a qualitative study involving 60 key informants from people of domestic airlines. There are key informants, who are designated as people with at least 7 years of experience, who provide important information, including 20 export agents, 20 service users, and people involved in export transportation of 10 airlines and 10 government and private sectors. Descriptive analysis was performed by key informants.

## RESULTS

The results of the analysis for objective 1 showed that the outbound movement method of managing factors was to reduce the distance to move the goods so that the outbound goods could reach the transfer quick point In addition, the development of an efficient distribution network system to increase convenience and savings in collecting and distributing products to customers. Increase unit size by storing movements at the box, carton, pallet level using containers to move goods faster and in larger quantities for increase handle of goods more rigorous process. In addition, guidelines for increasing economic efficiency and stipulating in the country's logistics system development plan aim to enable Thailand to enhance the logistics system of the country to become a service trade center and investment in the region consists of 3 main strategies are development of adding value to the supply chain system, development of space structure and facilities, development of logistics support factors. This is to support the competitiveness of the country and the integrated action between various development agencies and partners involved in driving the logistics system development strategy to be effective. In effective practice need cooperation from all sectors both the public and private sectors in the customs department. As an agency with a mission to integrate cooperate with all agencies to develop transport infrastructure and logistics networks along strategic routes to connect sub-regions and serve as trade gateways. In addition to developing a complete NSW system to facilitate trade not only in terms of service availability under the framework of the mission assigned to support business activities of the private sector, such as the project of submitting a cargo account for the ship before the cargo arrives. (Pre-Arrival) to reduce the time for goods release, the provision of container inspection systems with drive through x-ray machines, electronic duty payment or e-payment to optimize the national single window system and data link.

The results of the analysis according to objective 2 found that there should be improvements from the logistics management process to the planning process. Implement and control efficiency and effectiveness in movement and storage products and services. Into account the needs of consumers. Guidelines for reducing losses (1) should reduce the weight and size of the product. Due to the heavy weight of the product the work is delayed. It takes more force than normal to lift It also runs the risk of losing. If working continuously for a long time It will cause fatigue and negatively affect health. (2) should add forceful equipment such as carts, hand lifts and moving shelves. This makes possible to move more products but takes time to wait for the product to come out of the cart. To prepare air freight forwarding and reuse document management system. It must also promote the improvement of different supply chain management but are related in a procedural way for the implementation and control of efficiency and effectiveness in movement and storage products and services. From the starting point to the point that taking into account the needs of the consumers. The supply chain is a process that enhances the value and efficiency of adding value to consumers through collaboration between companies. Moreover, suppliers, people, organizations could provide goods and services to other businesses, customers and business partners.

The results of the analysis according to objective 3 found that the location of the movement of export goods airlines should fast and cheap requirements required receiving the product within 1 hour. The accuracy of storing the product in a specific location must be fast in distributing the product within 3 hours. In part of speed should deliver the product to the customer within 24 hours. Collapsed or damaged from moving to the customer and operating expenses do not exceed 2% of product sales in order to control the correct and efficient movement management system.

## CONCLUSION

Optimization and outbound movement methods to managed factors focused on development of adding value to the supply chain system, development of space structure and facilities, development of logistics support factors. To make competitiveness and develop the air transport model the development of various information systems can be integrated with operators and service users in the management and logistics activities. whether the planning process control to achieve efficiency according to the needs of the service users reduce delays and movement of goods It must also promote the improvement of different supply chain management are related in a procedural way for the implementation and control of efficiency and effectiveness in movement and storage products and services. The supply chain is a process that enhances the value and efficiency of adding value to consumers through collaboration between companies. Moreover, suppliers, people, organizations could provide goods and services to other businesses, customers and business partners.

## SUGGESTION

1. The process of optimizing the movement of outbound goods still needs to be managed in terms of timing and movement under the packaging. In which the company sector should increase quality efficiency even more.
2. Improvement It is a process of improving documentation and implementation that is involved in electronic systems. However, in the network sector and the agency companies should have more knowledge and understanding.

## FURTHER WORK

1. Study about factors influencing the efficiency of outbound goods movement by logistics management in Thailand.
2. To study the causal relationship model of service quality that affects the efficiency of outbound goods movement by logistics management in Thailand.

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