

Analyzing the Role of Logistics Management in Delayed Courier Services in Saudi Arabia

Introduction

Good courier service is essential for the development of e-commerce and international business in the state. However, the services are not very plausible in the state of Saudi Arabia, and the economy that revolves around this service is encountering challenges. The services are not according to the demands of customers. The logistic management for courier service in Saudi Arabia which includes planning and execution of the entire process constitutes the central problem that the system is facing currently. If these actions are not controlled effectively, the customers will not get their delivery packages on time and will stop relying on their services. Trust moves hand in hand with satisfaction (Ranaweera et al., 2003) so if trust can be attained the customer will not be satisfied. Customer's trust is the basic requirement of any business and if the business fails to earn it then it sees no fate but decline.

In the courier service of Saudi Arabia, the logistic management is facing certain crises mainly because of bad infrastructure and technological issues. Information Technology plays a significant role in the courier industry but the unavailability of GPS and GIS in parts of Saudi Arabia led to the failure of IT as well. Hence, the courier service needs to look for innovative ways (Al-Qahtani et al., 2021). Although adequate investment is made to run this service smoothly the inadequacies are still clear, and the customers are unhappy with their overall experience. This research thus delves into the deep roots that contribute to the overall inefficiencies of the logistic management of the courier service. It reflects on the ways through which these services can be improved and the trust of the customers can be attained.

Research Problems

The courier services can be delayed because of several issues in logistic management like inadequate vehicles and poor navigational skills. This research will focus on all such aspects and will serve as a critique of courier services in Saudi Arabia. This area needs to be explored further as academia and analysts need to know about this issue in detail. The management of logistics in the courier service lies at the centre of the intricate web when it comes to efficient courier services and this area should be studied for effective work.

Research Significance

My research is of great significance to academia as they will get to know about the crises that the courier service is currently facing. People from academia are the customers of this service and once they get to know the untangled crises, they will start trusting the courier services of their country. Practitioners will benefit from this research as they will learn about the way through which they can deal with crises. The research is of great benefit to the logistic management of the courier service of Saudi Arabia as it will get to know about the loopholes in their work and will take measures to deal with them. At the same time, it will clear the idea regarding the issues in the minds of the customers and they will regain their faith in the services of the company. They will stay patient in the delivery of their packages.

References

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