



## How Is the Environmental, Logistics and Customers Perspective Influencing the Reverse Logistics System of the Swedish Beverage Industry?

By S. Wemken

Grin Verlag. Paperback. Condition: New. 90 pages. Dimensions: 8.3in. x 5.8in. x 0.2in. Bachelor Thesis from the year 2004 in the subject Business economics - Supply, Production, Logistics, grade: 2, 0 (B), Vxj University (School of Management and Economics), language: English, abstract: Reverse logistics is a concept that has become more and more popular during the last decades. According to Fleischmann it is defined as follows: Reverse Logistics is the process of planning, implementing and controlling the efficient, effective inbound flow and storage of secondary goods and related information opposite to the traditional supply chain direction for the purpose of recovering value or proper disposal. 1 The drivers for this development can be found in three areas, namely the environment, the logistics and the customers. The environment is mostly represented by governments or the European Union that make regulations to guard it because there is an urgent need for protection like the increasing waste problems show. The companies with their major goal of making profit try to be as efficient and effective as possible and like to put the lever on logistics that provides good qualifications to reach this goal. Last but not least the customers with their buying behaviour and...



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