

# Quick response logistics

Business



Basically, the thinking behind quick response manufacturing (QRM) is that the process looks at how lead times across the company can be reduced to increase productivity (Murray, 2013). This concept is also concerned about reducing costs while at the same time offering quality products to the customers. The need to satisfy the needs of the customers and the ability to respond quickly to customer's requirements are the main drivers behind the concept of quick response logistics.

The concept of QR can help help a retailer to plan and control product lines for a new fashion season in different ways. First and foremost, the retailer can use this strategy to carry out research about customer needs and respond to their requirements. Having captured the customer requirements, the retailers can then design and manufacture the designer fashion within reasonable time and at relatively low cost. By adopting this, strategy, the retailer stands better chances of winning business since it will be operating effectively and efficiently at low cost. The returns are likely to be high for the company.

As illustrated in the case of Zara, the concept of quick response logistics has significantly helped the company to gain a competitive advantage over the other rival competitors. The company operates very low inventory and it makes deliveries of the products to different retailers at least twice a week. The other notable aspect about the company is that it takes only four to five weeks to design a new collection and then about a week to manufacture it whereas other competitors will take almost double the time to do the same. This helps the company to be in a position to respond to the needs of the customers in time and the strategy also helps the company to cut costs in its operations.

<https://assignbuster.com/quick-response-logistics/>

## References

Murray M. (2013). " Quick Response Manufacturing." Viewed from: .