

## A Analysis of the Reverse Logistics System

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### **Abstract**

In the competitive world of manufacturing, companies are often searching for new ways to improve their process, customer satisfaction and stay ahead in the game with their competitors. Reverse logistics has been considered a strategy to bring these things to life for the past decade or so. This thesis work tries to shed some light on the basics of reverse logistics and how reverse logistics can be used as a management strategy. This paper points out the fundamentals of reverse logistics and looks into what kind of decisions today's logistics managers have to take on a daily basis for the improvement of their logistics model. A growing concern has been developing to control rising global pollution, this paper also brings out some of the effects of reverse logistics decisions on the environment and vice versa. The thesis starts out by compiling the works of researchers and logistics experts in the field of logistics in the theoretical background section. Through a survey conducted in a few manufacturing firms in India, a small picture of the extent to which reverse logistics has penetrated the manufacturing world has been drawn.

**Keywords:** Reverse Logistics, Green Image, Corporate citizenship, Reverse Logistics activities, Returns.