

Good Practices in Logistics for SMEs: A Strategy for the Global Marketplace

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Abstract

Thanks to globalization, the environment in which companies operate today has changed. Whereas a few decades ago, the same government generated protectionist policies, today with the opening of markets, competition is not only national but also international, so companies, regardless of their size, must make changes in their business model, aiming at the internationalization of markets both for the acquisition of materials and goods and for the marketing of their products, being more agile in responding to their customers in terms of product quality, expected delivery time and cost. It is in this scenario where logistics plays a fundamental role as a tool for competitiveness and, therefore, the following work aims to highlight the impact of logistics on SMEs and the need to aim for continuous improvement of their logistics processes. By means of a qualitative/descriptive methodology, relevant aspects are reviewed, finding as a final result essential components that SMEs must incorporate to attend a world-class market.

Keywords

SMEs; Logistics; Competitiveness tools; Internationalization