

The Logistics Collaboration in Supply Chain of Orchid Industry in Thailand

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Abstract : This research aims to formulate the logistics collaborative model which is the management tool for orchid flower exporter. The researchers study logistics activities in orchid supply chain that stakeholders can collaborate and develop, including demand forecasting, inventory management, warehouse and storage, order-processing, and transportation management. The research also explores logistics collaboration implementation into orchid's stakeholders. The researcher collected data before implementation and after model implementation. Consequently, the costs and efficiency were calculated and compared between pre and post period of implementation. The research found that the results of applying the logistics collaborative model to orchid exporter reduces inventory cost and transport cost. The model also improves forecasting accuracy, and synchronizes supply chain of exporter. This research paper contributes the uniqueness logistics collaborative model which value to orchid industry in Thailand. The orchid exporters may use this model as their management tool which aims in competitive advantage.

Keywords : logistics, orchid, supply chain, collaboration

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