

IMPORTANȚA ȘI SCOPUL LOGISTICII ÎN TRANSPORTUL MARITIM

THE IMPORTANCE AND PURPOSE OF THE LOGISTICS IN MARITIME TRANSPORT

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Abstract: This paper presents a documentary synthesis on the concept of maritime logistics and its importance. Maritime logistics is a system which manages the material flows, services and information involved in shipping. The main operators in maritime logistics are: shipping, port/terminal operating and freight forwarding. The importance of the logistics lies in customer satisfaction and cost reduction of the company. Achieving these sides of the logistics importance, creates for maritime company, added value, increases the market share and contributes to its profit growth. The development of the logistics activities is based on general principles of logistics, in conjunction with the company's objectives.

Keywords: maritime logistics, maritime operators, logistic principles, shipping.