

Logistics service innovation for business growth: A case study of Thai logistics entrepreneurs

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ABSTRACT

With the advent of e-commerce the logistics industry experienced a new never before seen high. Logistics is a great opportunity for service innovations and business growth in this time and age. This research study compared Thai and Indonesian logistics entrepreneurs in various dimensions including: customer satisfaction, service guarantee, service blueprint, pay by installment, product testing trial and the offering of additional services. Logistics has become a service industry with a service mind that follows a service blueprint. Those who do not adjust to the demands of the market and focus on customer satisfaction are left behind and miss out on the business growth opportunity. Indonesian logistics services are still reaching back to their colonial heritage and have to regroup and refocus while Thailand appears to be ahead of the game; even so Indonesia may have a greater transport volume in terms of export and ocean cargo. Thailand embraces the demand for new domestic logistic services like Grab and companies like Kerry carry more than their fare share focusing on warranties and guaranties something new in an industry and country who usually passes on the blame whenever they can. But in this case with logistics the innovative companies take responsibility.

Keywords: business growth; entrepreneurs; logistics; service innovation