窗体顶端

When purchasing items online, I've used a few vendors, but mainly purchase through Amazon Prime as I am able to receive the product within 2 days including Sundays with free shipping.  A couple of months ago, I was in charge of ordering a Christmas gift for one of my co-workers.  There were a few options in vendors to use when purchasing the gift, but I chose to order through Amazon due to all of my previous positive experience with the ordering process, packaging, and quick delivery.  The order was placed on December 13th, 2018 and delivered on December 15th, 2018.  To my surprise, the purchased item was not put inside the typical brown box.  The shipping label was placed onto the purchased item and left by the front door for passerby’s to see exactly what was ordered.  Pictures of the delivered item are provided below as a reference.

According to Murphy and Knemeyer (2015), the ten material handling principles developed by The Material Handling Institute “can facilitate an organization’s productivity, customer service, and profitability” (p. 206).  Unfortunately, in this situation, the material handling for the purchased item resulted in a negative experience.  The first principle, *the planning principle,*was not followed.  By placing the shipping label onto the product, the vendor has shown me that there was no careful planning on how to ship the product; it was in fact, an afterthought.  Under the seventh principle, *the system principle,*the materials handling must coordinate with other logistical components in order to meet customer expectations.  The vendor did not follow this principle as I expected some privacy in the delivery of the product to ensure no one was aware of the item being delivered.  Also, the purchased item box appeared to have been opened previously and was quite dented.

Even though, I will more than likely continue to order through Amazon, I will be sure not to use the company that was selling through them.

Reference

Murphy, P., & Knemeyer, A. (2015).  *Contemporary Logistics.*Boston, MA: Pearson Education.