

War Room Concept in the Context of Distribution Logistics

Hairul Rizad Md Sapry , Abd Rahman Ahmad , Mazlan Md. Zahid and Ng Kim Soon

Abstract

The rationale of this study is to describe the application of war room concept in the logistic operation through the integration of different platform and functions to create transparency and effective decision. The main purpose of this study is to discuss on how distribution logistic function through the war room operation integrating the resource allocation and knowledge sharing using a single platform of communication. This study describes the operation of the war room and illustrates how benefit were gained from the war room process. The study also highlight several questions and issues that were considered but do not attempt to present a comprehensive discussion on this concept.

Keyword : Distribution logistic; Logistic; Supply chain; War room concept function

DOI: 10.3923/sscience.2016.4609.4612