

Competitive Strategies in Green Business - A Case Study on Aegis Logistics Ltd.

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ABSTRACT

Aegis Logistics Limited was incorporated in 1956 and its shares have been listed on the Bombay Stock Exchange since 1978 and traded on the National Stock Exchange. Aegis Group plays a key role in India's downstream oil and gas sector, and its flagship company, Aegis Logistic Limited, is India's leading oil, gas, and chemical logistics company. Competition is a basic issue for every organization. Logistic companies also facing the same pressure of competition. In order to deal with the challenging business atmosphere, all private organizations seek new ways of business development. For logistic companies, environmental issues are highly important. Therefore, green policies have become a strategy for them. Competitive levels of private companies may be affected by green policies as a result of regulations regarding environmental concerns. Logistics may improve efficiency and effectiveness such as using reusable containers and boxes instead of the paper carton may reduce waste and optimize product packaging; building a green warehouse lead to reduce the overall operating cost while using the hybrid engine in trucks may reduce carbon emissions and consume less gas. In today's highly competitive environment, green logistics issues are gaining high attention. Since it is an important part of supply chain management and plays an important role in the improvement of a transport system. Logistics facilitates in getting products and services as and when they are needed and desired to the customer. It serves as a major enabler of the growth of trade and commerce in an economy because it is helpful in economic transactions. In this paper, we studied and analysed the competitive strategies followed in the green business Logistics industry and how it affects the green business environment of the company by considering the case of Aegis Logistics Limited.

Keywords: Aegis Logistic Limited, Case study, Green business environment of Logistic Company, Competitive strategies of Logistic Company.

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