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**A Study of Logistics Performance and Issues Faced by E-Commerce  
Companies**

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**ABSTRACT**

Logistics performance plays a vital role in determining the efficiency and reliability of e-commerce operations, as it directly affects customer experience, cost efficiency, and brand reputation. Strong logistics performance ensures fast deliveries, accurate order fulfillment, inventory visibility, and efficient reverse logistics. However, e-commerce companies often face multiple challenges that hinder logistics efficiency. Last-mile delivery remains one of the most critical issues, as ensuring timely and cost-effective delivery to diverse and remote locations is complex and resource-intensive. High return rates in online shopping add further pressure on reverse logistics systems, increasing operational costs and complicating inventory management. Additionally, companies struggle with fluctuating demand during peak seasons or flash sales, which can overwhelm supply chains and lead to delivery delays. Rising fuel costs, limited warehousing infrastructure, and dependency on third-party logistics providers also pose challenges to maintaining performance standards. Moreover, customer expectations for same-day or next-day delivery require continuous innovation and investment in technology such as AI, automation, and real-time tracking systems. Despite these issues, companies that successfully manage logistics performance gain a significant competitive advantage by improving customer satisfaction, reducing costs, and building long-term loyalty in the highly competitive e-commerce industry.