Customer Service and Logistics Activities. Task Description: Choose a real company in the food/beverage manufacturing industry, based on your own preference. Complete the following tasks in an essay by exploring relevant information, utilising the knowledge learnt in this unit. State any assumptions you make. Questions to answer: 1. Using this company’s typical products, graphically illustrate and explain its supply-side (inbound) and demand-side (outbound) logistics activities. [7 Marks] 2. Discuss the elements of this company’s logistics customer service and identify customer service gaps using the Gap Model. [8 Marks] 3. Discuss the importance of the logistics system to this company. [5 Marks] Assignment Criteria: Criteria 1: Explain the logistics functions and logistics costs of an organisation or a nation. Criteria 2: Discuss the importance of the logistics system and performance to an organisation. Criteria 3: Explain the elements and importance of logistics customer services to an organisation. Criteria 4: Identify the strengths and disadvantages of the logistics system of an organisation from the perspective of customers services. Criteria 5: Develop viable solutions to address the gaps associated with logistics customer services of an organisation. Criteria 6 Describe the logistics activities of an organisation in its supply-side logistics and demand-side logistics. Criteria 7: Outline the interactions between different logistics activities. ----------- The lecturer gave some guidance which may help you onto this assignment, and said: -Consider all elements of logistics customer services, if possible - as comprehensive as possible. -Consider all the "gaps" if possible, - as comprehensive as possible. -Consider all the possible sources for data and facts: Google Reviews, Online Platform comments, personal experiences of people around you, publications issued by the manufacturer, papers, online/web articles, etc.