Measuring the performance of the reverse supply chain based on the BSC approach

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Abstract

Direct logistics chain is implemented in all industries to ensure customer satisfaction by ensuring delivery at any time and at minimal cost. The interest of this work is to demonstrate the importance of reverse logistics, management system for products recovery by companies with regard for recycling, for recovery and other forms of product returns from customer to producer and its integration in the direct supply chain. The objective of this article is to analyze the different dimensions of reverse logistics based on the BSC method in order to analyze the different benefits and drawbacks of the reverse supply chain.

Keywords (12 font)
BSC, Reverse Logistics, performance indicators.

Biographies

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