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**Logistics in Everyday Life**

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If we think for a moment of our favorite restaurant or supermarket, perhaps the concept of logistics does not come to mind at first. However, if we consider how that particular restaurant or supermarket gets all necessary products and materials, the importance of logistics in our life seems to be great.

Therefore, logistics management is the process that plans, implements, and controls the efficient flow and storage of goods, services between the point of origin and the point of consumption.

Anything that can be found in a supermarket was once loaded in a truck and transported from one location to another.

Now we will describe some problems in transportation of special goods. There are certain products that are more time sensitive than others. Like fresh products and frozen food. And first of all, it concerns ice-cream.

#### *Ice cream supply chain*

Ice cream companies have to ensure products maintain their quality as they travel from the manufacturing plant to the distribution center, then to the retailer, and finally into the consumer's shopping cart and home.

The cold chain's enemy is heat shock; ice cream that warms up and refreezes tends to become icy and grainy. That is why it is important for the temperature of frozen foodstuff not to exceed – 18 degrees Celsius at all times in the transport.

Trucks are to be cooled down before loading which ensures the ice cream to have the right temperature during transportation.

After that, the boxes are stored in distribution warehouses for frozen goods at temperatures between - 21 and - 24 degrees Celsius. And finally ice-cream is delivered to consumers.

The refrigerated vehicle is cooled down before loading. Due to the fact that the ice cream has already been stored between - 21 and - 24 degrees Celsius, a temperature reserve is created. During the transport, professional drivers always keep an eye on the temperature.

Unloading trucks as quickly as possible is important so that the ice cream can be stored in the deep-freeze room immediately. Then the ice cream is stocked in the freezer cabinets at the retailers to be available to the consumers [1].

After such a long and difficult process, our ice cream appears in supermarkets and when we buy it, we don't think what way ice-cream has travelled.

### *Disney queuing system*

We have studied information about queue management system and how it is applied to manage and analyze the flow of visitors and to prevent the formation of queues. It can be used in a retail store, hospital, etc. Let us take the example of Disneyland. There are numerous rides, museums, parks and long queues there. So how do they manage it? Disney queuing theory knows the magic words to make people forget that they are stuck in a queue.

First of all, Disney queue management has turned what is typically viewed as a stagnant experience – waiting idly around – into an extension of its amusement park. What do we mean?

As clients wait in line for rides, Disney characters parade the line, shaking hands, and snapping pictures with those in queue. These are interactive queue lines.

So that, waiting in line becomes an experience of its own. Disney knows to take visitors' minds off the queue and put it on to something else. When we are entertained, time flies.

Secondly, they took advantage of mobile phones. Nearly half of the world's population has a phone. Why not make use of them in combination with digital signage?

On some lines for rides, the Disney queuing system asks clients to text jokes to a specified number. If their joke is selected, it will be read aloud in the live show that's to follow. It's a means of engaging customers.

Moreover, they made change in 2014 by introducing a smart phone app and magic band bracelets with chips that guests use to schedule ride times, character meet-and-greets, parade viewing.

In addition, by using Fastpass+ from home, guests can adjust their schedules 60 days before they arrive [2].



Fastpass+

### *Logistics in the organization of sports events*

Generally, large events have a logistics team with various individuals monitoring various components of the event logistics. A national or international event may require liaising with various municipal or city councils, departments and

organizations, preparation of documentation required for traffic control, parking, security, and multi-modal transportation by road, rail and air; storage and control of materials and equipment; preparation of documentation required for import of the necessary equipment.

A great deal of athletes from many countries and a number of media members arrive in a host country. These people need equipment and goods to do their job, and the process of getting that material through customs and into the host country poses a logistical challenge. Specialized sporting equipment must be in perfect condition for competition, which means that it should be treated properly during transportation, unloading, and storage. To cut labor costs organizers rely on huge armies of volunteers.

In conclusion, it should be mentioned that logistics is not an industry that we talk about often, but it is an industry that affects our lives daily – even if we do not realize it.

#### References:

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