



# IL NOLO MARITTIMO, COMPONENTE FONDAMENTALE DELLA SPEDIZIONE INTERNAZIONALE DELLE MERCI **CIF VS. EX WORKS**

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# Logistics Management

## Definition:

Logistics management is the process of strategically managing the procurement, movement and storage of products (and the related information flows) through the organization and its marketing channels in such a way that current and future profitability are maximized through the cost-effective fulfillment of orders.

Source: Christopher, M. (1998). Logistics and Supply Chain Management



- Customer Service/Orientation



- Purchasing



- Availability (Production) Planning



- Warehousing



- Transport

# The right perspective – Aligning your goals with the goals of your customer

- There are two kind of companies:
  - Operations focused company / Inward oriented
  - Customer oriented companies / Outward oriented
- For monopoly/oligopoly, improve operations is the only way left to maximize profit.
- For all other companies, sales & marketing count, main goal is customer satisfaction.
- Consequently:
  - Make it easy for your customers to buy from you.
  - Take of logistics in an efficient way, so to make your products more attractive.



# Incoterms – What is best for your customers overseas

- **Ex works:** How can you expect a foreign company to clear export customs in your country. Very difficult for small to medium importer without freight consolidator.
- **FCA:** That's the minimum you should offer, but it is still not great.
- **FOB:** OK, if really you don't want to take care of the ocean freight itself.
- **CIF:** That's the right thing to do. You want to make it easy for your customers to buy from you.
- **DDP:** Overkill. You don't want to take care of customs clearance and extraction of containers from ports you don't know. In addition, this might limit flexibility for customer to allocate orders as they arrive.

# Professional Logistics Management

- Improve your customer's experience while reducing costs!
- Customs broker vs. logistics manager, not really the same beast
- Most «spedizionieri» in Italy provide some kind of logistics management:
  - The problem: there are so many countries and destination, and it is difficult for a customs broker to cover all needs
- Part of our success serving the U.S., Mexico, and Canada is due to professional logistics management/consulting:
  - Enables us to deal directly with SSL
  - Gives us access to relatively better rates with low MQCs
  - Helps us being proactive in managing supply chain issues
  - Allows us to serve our customers better:
    - Either on shore from Italy (Bella Vita S.r.l.)
    - Or overseas from the U.S. (Porto Pavino LLC)

# Thank you!

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MEDITERRANEAN TASTE

