

Ensure your products
arrive as planned with
Maersk Supply Chain
Management



In today's competitive market, Asia is becoming a critical hub for global supply chains. Emerging markets in Asia are serving as key contributors to global trade and are quickly establishing themselves as a powerhouse in production and resources.

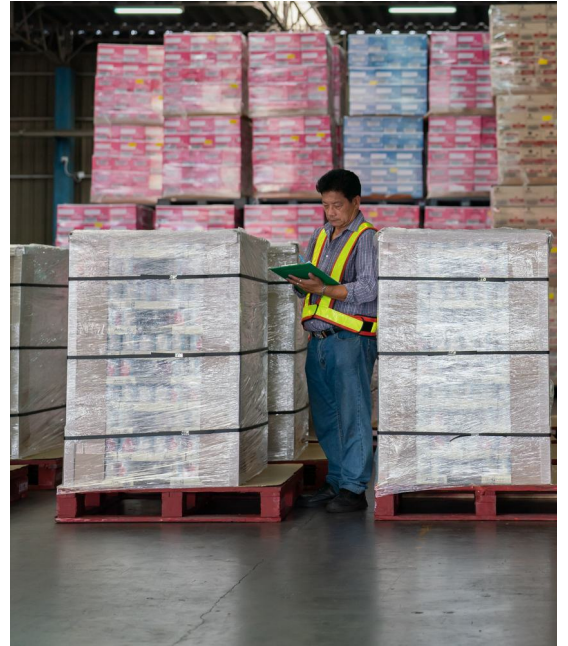
However, these regions are not operating to their full potential due to unsettling market and political conditions, causing delays, stockouts and quality issues in the supply chain. In such a scenario, one needs to have robust supply chain management, enabling them to avoid disruptions and ensure operating efficiency.

What is supply chain management?

Supply chain management (SCM) is the process of managing the flow of goods and services to and from a business, including every step involved in turning raw materials and components into final products and getting them to the ultimate customer.

Effective supply chain management ensures the delivery of the right product, in the right quantity, at the right time, and at the right cost for a business.

For a smooth flow of goods in the market, every link in the supply chain should work optimally. That's the role of supply chain management (SCM). It integrates vital processes like [sourcing](#), manufacturing, logistics, [warehousing](#) and last-mile deliveries into a seamless supply chain that enables quick transit times for goods.

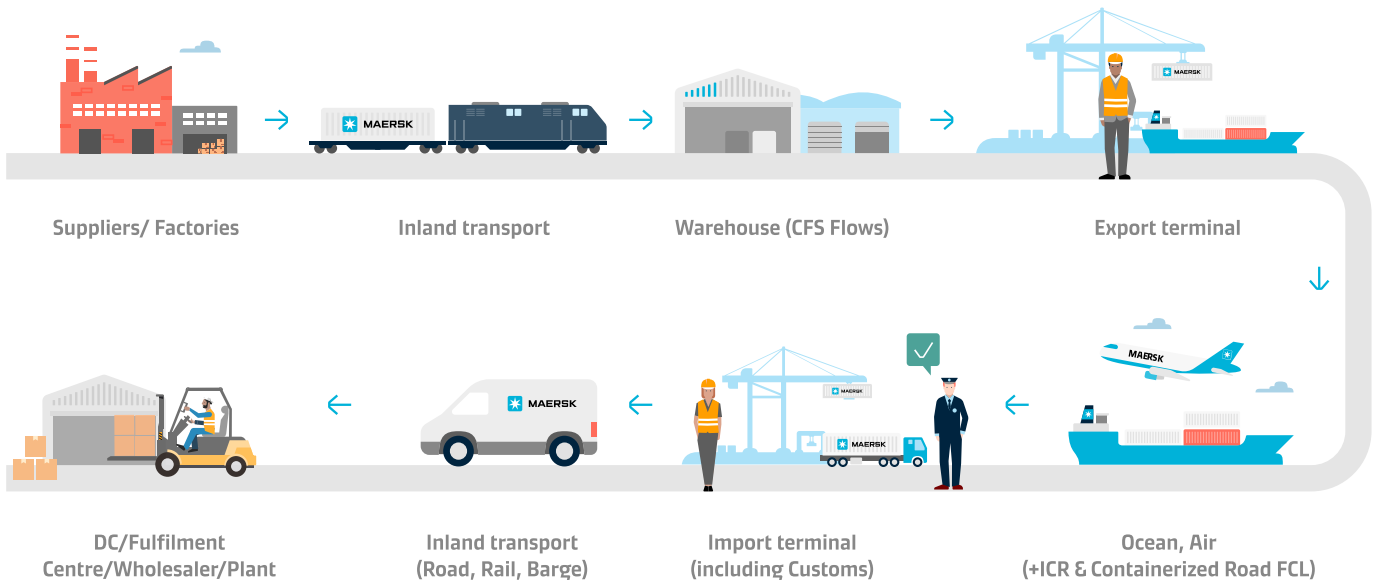


Key stages of supply chain management (SCM)

SCM is broadly divided into ten key categories for smooth and efficient operations. One needs to ensure efficiency in each of these ten areas of operation.



Supply Chain Management (SCM) Product Journey



How to tackle challenges in the current supply chain management landscape?

Today's world is a complex web of global trade networks, short product life cycles, and dynamic market conditions, posing pressing challenges to shippers. However, advancing technology has paved the way for a more responsive and [resilient supply chain](#). Here's a quick showcase of the supply chain challenges and their technology solutions.



Challenges in modern supply chain management

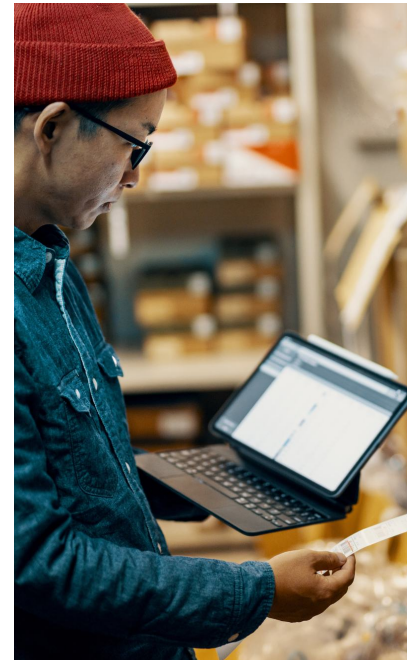
- Extended supply chains with multiple touchpoints and stakeholders
- Changing consumer preferences and dynamic demand patterns
- Risk from volatile trade regulations, extreme weather, geopolitics and more
- Environmental concerns like emissions and waste generation

Opportunities with advancing tools and technology

- Centralised digital systems and integrated logistics bring cohesiveness to the supply chain.
- AI-driven models increase predictability in demand and buying patterns.
- Advanced data ecosystems facilitate better communication, proactive decision-making, and reduce risks.
- Carbon-sensitive route optimisation and green tech like e-vehicles and biofuels are building more sustainable supply chains.

Why does your business need supply chain management?

With Maersk Supply Chain Management strategies, you can improve every aspect of your operations. Here are some benefits of our supply chain management for businesses.



Reduced costs

Optimised sourcing, inventory and shipping saves money.



Improved efficiency

Streamlined processes and better coordination lead to faster turnaround times and increased productivity.



Increased flexibility

SCM provides agile support for changing customer demands and market dynamics.



Better collaboration

Shared data and transparency in processes enable unified planning and rapid responses with stakeholders.



Enhanced customer satisfaction

Accurate and fast fulfilment increases brand reputation and loyalty.



Risk mitigation

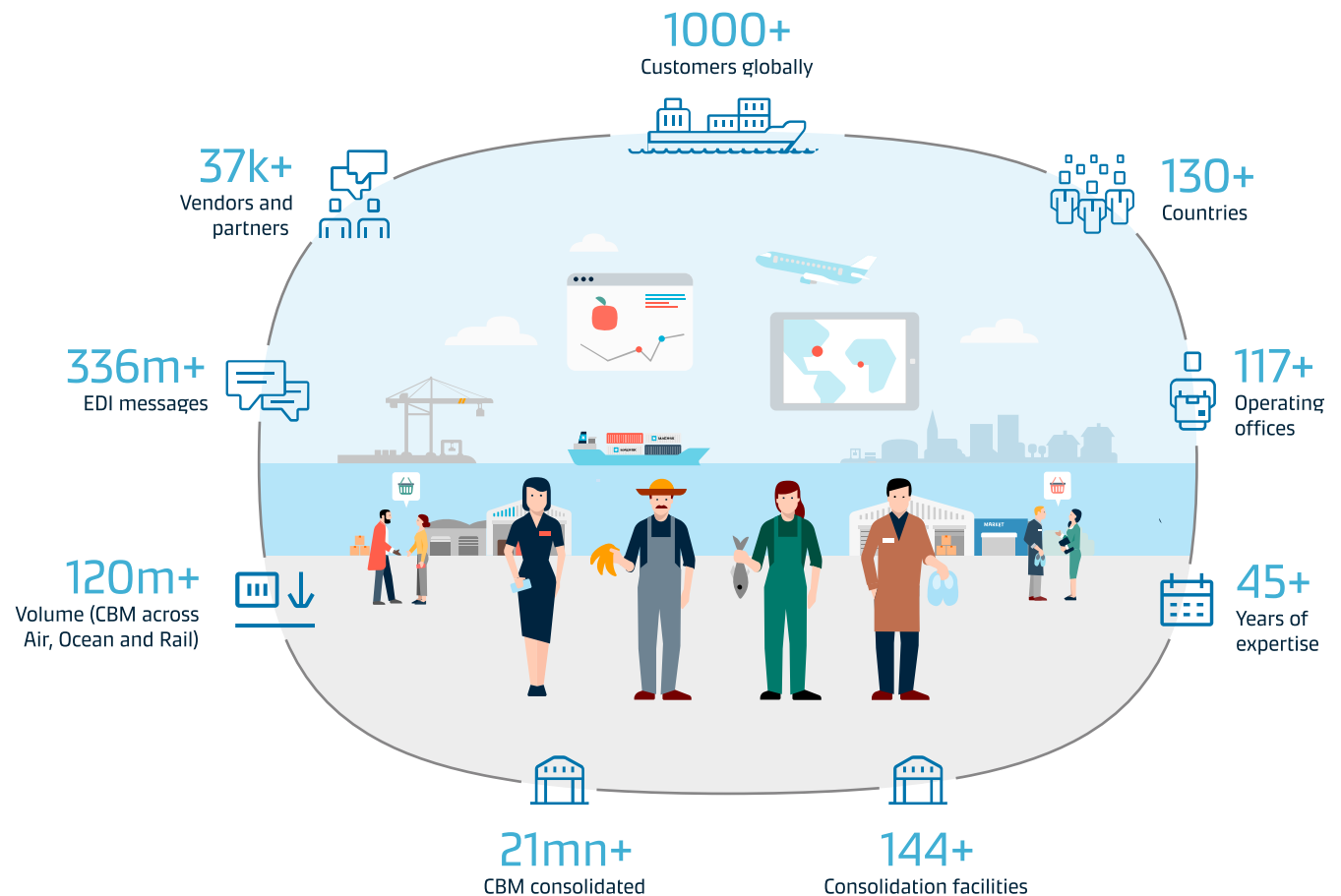
Proactive SCM strategies make your business more resilient to disruptions.



Competitive advantage

Smooth supply chain operations boost profitability, drive growth, and build brand value.

Our footprint across the world



Making life easier for a lifestyle brand: Maersk Supply Chain Management helped cut costs and save time

A big name in lifestyle

A market leader in the lifestyle industry, the customer has expanded their presence to various markets across the globe and has been partnering with Maersk for over 10 years.

A broken supply chain slows down consumer deliveries

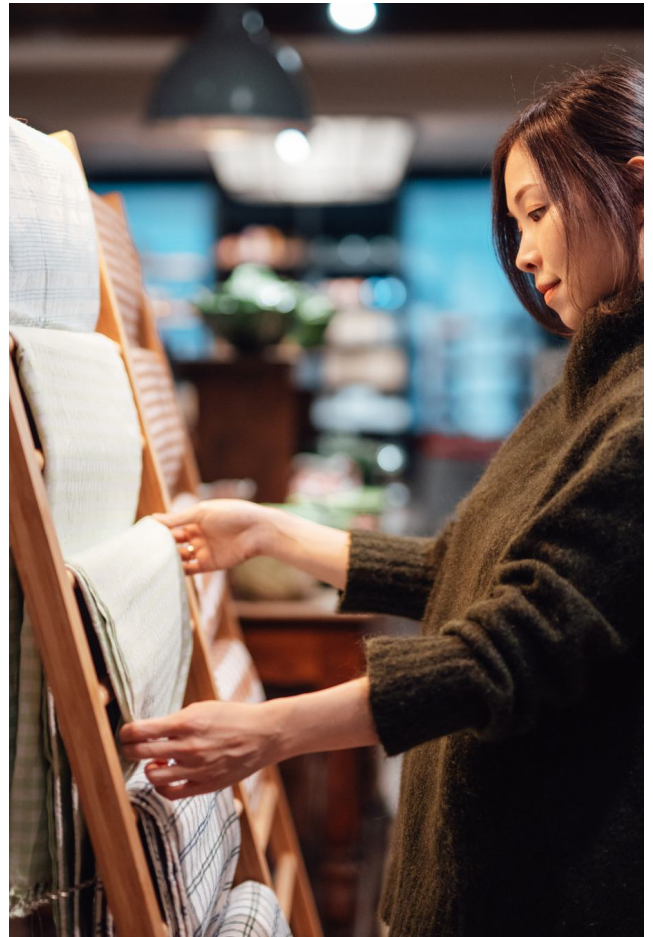
Due to the lack of visibility in the lifestyle supply chain, operations were severely affected, driving up costs in the short term. A lack of communication was causing supply chain delays and an increase in lead times. The customer was also spending millions of dollars on detention and demurrage, and premier freight costs.

Connectivity brings accountability

Maersk introduced EDI-enabled connectivity, allowing for real-time data exchanges, greatly improving lead times between multiple checkpoints. Our cutting-edge labelling and scanning solution and document management helped improve visibility across the value chain. By routing the cargo through key transit hubs in Asia using effective carrier management, we were able to shave off significant time from transit, enabling quicker timelines and leaner supply chains.

Savings all around

With Maersk taking on the responsibilities for 3PL, the customer saw significant cost reductions in business. The end-to-end lead time reduced by up to 7 days. Document timeliness and accuracy improved by 22% to provide greater visibility. Overall, the ease of doing business improved significantly, solving many of the problems experienced before.



Are you interested?

Get in touch with our team of experts via email at apacmarketing@maersk.com

