



MAERSK

Break free from any unpredictability

Omni-connect your FMCG supply chain
with a globally connected logistics network.



The need for truly omni-connected supply chains

In the highly competitive world of Fast-Moving Consumer Goods (FMCG), where trends shift in the blink of an eye, the survival of FMCG businesses depends on a finely tuned supply chain. From the dynamic factory floor to the hands of the end consumer, every element of this intricate supply chain must operate with precision and agility.

The modern logistics landscape has undergone a transformation, driven by technological advancements and evolving consumer behaviours. Today's informed customers demand convenience, prioritising personalised and fresh products with quick delivery. To thrive in this environment, FMCG businesses must embrace globally connected supply chains that are agile, flexible and resilient.

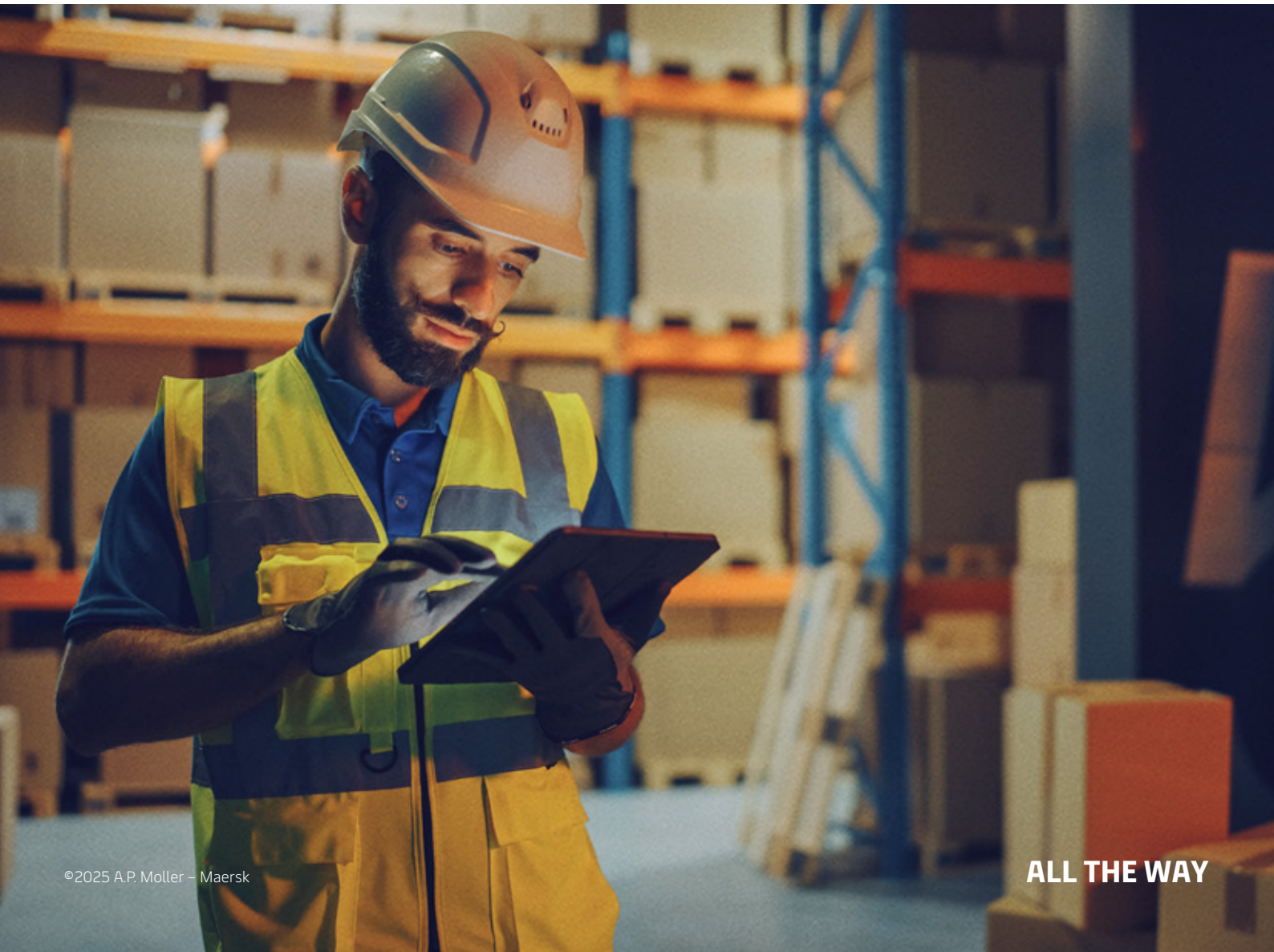
But how can businesses grow in this dynamic environment and build a truly omni-connected logistics strategy?

Breaking the paradigms of today's FMCG logistics

Logistics has always been the backbone of modern business, shaped amidst the challenges of global complexities such as economic downturns, geopolitical shifts and even natural disasters. Today, the landscape is further complicated by the relentless pace of digital transformation and increasingly demanding consumers.

To succeed in this dynamic environment, businesses must prioritise logistics strategies, with a particular focus on reliable inbound and outbound deliveries. This is especially critical in regions of the Indian subcontinent, the Middle East, and Africa, where traditional supply chain models are being tested like never before. The need for agility, efficiency, and resilience has never been greater.

FMCG businesses, are at the forefront of this transformation, seeking innovative solutions to optimise their supply chains and gain a competitive edge. Consumers today expect personalised experiences, seamless delivery, and complete transparency, while sustainability is rapidly becoming a key differentiator.



Break free from traditional methods with advanced warehousing strategies

Traditional approaches to inventory management and logistics are no longer relevant. The assumption that a one-size-fits-all approach works for all products is a serious misconception, especially for perishable goods. The COVID-19 pandemic highlighted the critical need for improved supply and demand forecasting. Many FMCG businesses suffered significant losses due to overstocking and inefficient logistics, a result of misjudging shifts in consumer behaviour during the economic uncertainty.

This emphasises the value of strategic partnerships that can revolutionise FMCG supply chains. For perishable goods, the key focus should be on managing the pressure of expiration dates and ensuring products move through their lifecycle efficiently.

One of the biggest challenges for FMCG businesses is the lack of real-time inventory control and visibility. The disconnect between logistics and market trends often results in stagnant inventory and financial losses. Producing or acquiring products without considering their lifecycle, coupled with inflexible logistics, leads to inefficiencies in the supply chain operations.

Today's consumers defy standardisation. A simple visit to the supermarket milk section reveals that a single brand offers 3 to 5 variations, each with distinct attributes. This is a prime example of how companies are managing an extensive range of products, each requiring its own unique planning. The sheer volume of these units, each with individual processes for organisation, billing and focus, highlights the urgent need for seamless and efficient logistics integration and advanced warehousing solutions.

Advanced warehousing strategies offer several key advantages:



Enhanced inventory visibility: Provides real-time reporting and valuable insights for informed planning and decision-making.



Optimised storage costs: Reduces excess stock, minimises storage expenses and accelerates product turnover.



Improved customer satisfaction: Faster response times to demand, ensuring the right products are available when needed.



Increased operational efficiency: Leverage automation to drive operational efficiency, minimise errors, reduce costs and streamline processes while enhancing overall accuracy.



Integrated logistics, the heart of modern FMCG supply chains

In a highly competitive global market, FMCG businesses must prioritise supply chain efficiency for their sustainable success. Partnering with the right integrated logistics provider is a strategic decision that can directly impact costs, delivery speed, and customer satisfaction. This evolving logistics landscape calls for innovative and cohesive solutions to stay ahead.

Here's how partnering with an integrated logistics provider can transform your business:



Simplified inbound and outbound operations

Integrating inbound and outbound logistics with a single provider reduces complexities, eliminates redundancies, and drives cost efficiencies. By consolidating these processes, businesses can optimise inventory levels and streamline transportation, resulting in a more agile supply chain.



Best practices and higher quality

Integrated logistics providers implement standardised processes across the supply chain, ensuring uniformity and reliability. This commitment to best practices elevates the overall quality of operations, building trust and satisfaction among stakeholders.



Fluid and effective communication

Direct communication with an integrated logistics provider fosters better coordination and planning. Real-time updates and insights improve supply-demand alignment, enabling data-driven decisions that advance operational excellence.

Finding the logistics partner that turns basics into breakthroughs

To truly omni-connect your FMCG supply chain and drive future growth, strategically selecting an integrated logistics partner is crucial. The key lies in choosing a partner whose long-term strategy and capabilities seamlessly align with your long-term goals.

A high-performing integrated logistics partner offers more than just operational expertise. They provide actionable market insights and regional analyses, empowering companies to make informed strategic decisions about product distribution. For example, when challenges like port congestion arise, an experienced provider can leverage their deep regional expertise and propose alternative solutions, ensuring timely deliveries and minimising economic losses. These capabilities are built upon a foundation of accumulated experience, continuous technological advancements, and strong communication with local authorities.

Selecting the right logistics partner requires focus on expertise, experience, capacity, and technological innovation. Here, building a trusting and collaborative partnership is essential for ensuring on-time deliveries and effectively addressing logistical challenges. Additionally, establishing monitoring standards and conducting regular performance evaluations are key to maintaining optimal service levels and achieving strategic goals.



