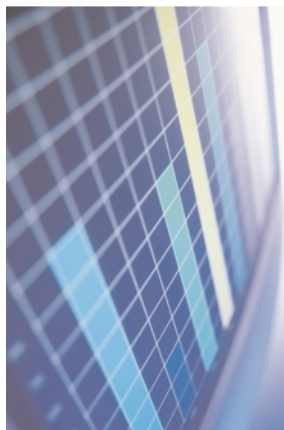




Business Information for the Logistics Industry

European Supply Chain Director Survey 2003: Decision Making and Logistics Outsourcing

- For logistics companies - Invaluable insight into supply chain directors' perspectives on logistics outsourcing and third-party relationships
- For supply chain professionals - Essential analysis into your peers' logistics outsourcing decision making process and supply chain strategies



European Supply Chain Director Survey 2003: Decision Making and Outsourcing

Analytiqa's European Supply Chain Director Survey highlights the key issues in the decision making and logistics outsourcing process within European manufacturers and retailers. In September and October 2003, a survey was distributed to more than 1,500 leading manufacturers and retailers across Europe. The 100-page issue-based report provides a detailed insight into retailers' and manufacturer's internal decision making, outsourcing strategy and relationships with logistics contractors. The report also provides details of 350 outsourced logistics contracts to provide an insight into logistics outsourcing trends within industry.

Use the report to understand the key issues in the logistics purchasing process:

- Are companies satisfied with a multi-country approach to logistics outsourcing, or are they looking for a single pan-European provider?
- On what basis do companies outsource their logistics activities?
- How do companies decide which logistics contractor(s) to approach and how many?
- Which logistics contractors are automatically invited to tender?
- How has the relationship with logistics contractors developed over the period of a contract?
- How would companies improve the process of choosing a logistics provider?
- Which services would companies like to see from logistics providers in the future?
- Would companies consider handing over the management of their supply chains to a third-party (i.e. 'fourth-party logistics provider')?

"Most [3pls] need to be more open about their true capabilities and understand customer processes better. Too often the sales pitch is too far ahead of poorly trained and low skilled workforces."

Outsourcing decisions

The report provides an in-depth analysis of the issues surrounding a retailer's or manufacturer's decision to outsource logistics activities. Starting from the top, which personnel decide to outsource – is the decision made nationally or centrally and who are the people responsible for this? Which activities are kept in-house and which are outsourced? And what is the reason for this?

When it comes to outsourcing, on what basis is the decision made and how do supply chain professionals decide which logistics contractors to approach, and how many? Are there any logistics contractors which are automatically invited to tender for logistics outsourcing services? In geographical terms, are companies looking for a single pan-European provider of logistics services, or are they satisfied with a country-by-country approach – and how will this change in five years time? Who should be driving this change to pan-European logistics provision – the logistics contractor or the client?

Relationships with third-party logistics providers

When a logistics contract has been outsourced, how has the relationship developed with the logistics contractor – did the logistics provider fulfil the terms of the contract and no more? Did the logistics contractor fulfil the terms of the contract and implement service improvements at no extra cost as well?

"Too big is the danger. Local management of 3pl is the key in our decision process. Some companies are too big to have an 'eye for detail'."

Reading Analytiqa's European Supply Chain Director Survey will provide you with a greater understanding of the decision making process and outsourcing requirements of the largest manufacturers and retailers in Europe. The report is essential reading for both Business Development Professionals of European logistics providers and Supply Chain Professionals within retailers and manufacturers.

Logistics Providers :

- Understand the decision making process of logistics outsourcing
- Know which 3pls are automatically invited to tender for logistics contracts
- See which personnel are directly responsible for decision making and purchasing
- View key opinion of supply chain directors within retailers and manufacturers
- Understand national vs pan-European outsourcing decisions

Helping You To Win Business

The comments provided by respondents provide a real insight into the approach needed by logistics providers NOW - and in the FUTURE. Use the report to gain invaluable insight into the expectations of your current and future clients.

"The business is complex, but no current logistics provider is willing to go 'the extra mile' and move the business to the next level, and accomplish genuine savings."

Supply Chain Executives :

- See how your peers decide on logistics outsourcing
- Find out which Board members are involved in the decision making process
- Read Supply Chain Directors thoughts on national vs pan-European outsourcing
- Establish which activities are kept in-house and for what reasons
- Understand on what basis companies decide to outsource their logistics activities

Helping You Improve Outsourcing Strategy

Understand logistics outsourcing strategy. See what your peers think about the outsourcing process and the need for sourcing a single pan-European logistics contractor.

"Looking for a pan-European strategic partnership rather than selecting bit-by-bit on RFQ basis."

Report Contents

1.0 EXECUTIVE SUMMARY	6	6.5 Third-Party Logistics Providers Automatically Invited to Tender	64
2.0 INTRODUCTION	12	7.0 DECISION MAKING – GEOGRAPHICAL	67
3.0 KEY ASSUMPTIONS	18	7.1 Decision Making – Country or Pan-European basis	68
4.0 THE EUROPEAN CONTRACT LOGISTICS INDUSTRY	22	7.2 Single pan-European Provider vs Multi-Country Approach	71
4.1 350 Logistics Contracts: An Outsourcing Trend Analysis	22	8.0 THIRD-PARTY RELATIONSHIPS	75
4.2 Geographical Presence of Third-Party Logistics Providers	38	8.1 Third-Party Logistics Providers Employed	76
4.3 Key Client Requirements	41	8.2 Development of Relationship with Third-Party Logistics Providers	79
5.0 DECISION MAKING - RESPONSIBILITY	45	8.3 Improving the Process of Choosing Logistics Providers	82
5.1 Decision Making at Board Level	45	8.4 Services Required from Third-Party Logistics Providers in the Future	85
5.2 Decision Makers on Outsourcing Logistics	47	8.5 Use of Fourth-Party Logistics	88
5.3 In-House Logistics Activities	49	8.6 The Role of Third-Party Logistics Providers – Additional Comments	91
6.0 DECISION MAKING – OUTSOURCING	53		
6.1 Basis for Outsourcing Decisions	53		
6.2 Approaching Third-Party Logistics Providers	56		
6.3 Number of Third-Party Logistics Providers Approached	59		
6.4 Method of Approach	62		

Publication Date: October 2003
Price: £995 / Euro1,595

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