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Despite the current climate, Australia is seen to be in a better position than most other countries due to its government's flexibility in its policy reforms and the stability of its financial system. IE Singapore's North Asia & Pacific Division offers insights.

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Results from a feasibility study conducted with the help of O&L Consultancy allowed Utopia to adjust their target group and positioning for the Australian market.

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Bilateral trade between Australia and Singapore reached an estimated US\$14.5 billion in 2007. Singapore is currently Australia's largest trading partner in Southeast Asia.

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UPS INSIGHTS**Creating Nimble SMEs through Relevant Supply Chain Management**

By Paul Chee, Business Development Manager, UPS Singapore

The existing economic condition has forced business enterprises to look at their current operations and find ways to improve efficiency to reduce costs while sustaining superior service levels.

SMEs are now more than ever realising the value of supply chain management in navigating international commerce and ultimately winning in the global marketplace.



Indeed, manufacturing a high quality product to meet demand is an entirely different thing compared to handling inbound and outbound materials across an international supply chain.

Gaining supply chain value

If you as an SME decide to tackle your own internal supply chain issues and execute improvement initiatives, you should be conscious of the following fundamental principles:

- **Link your improvement plan with your business objectives.** There should be a clear understanding of the link between your business objectives and your improvement initiatives, such as reducing transportation costs and choosing the most appropriate supply chain tools. This needs an in-depth knowledge of supply chain dynamics, since your suppliers, production and distribution are inherently interdependent.
- **Build strong business models.** Utilise fact-based business modeling—a quicker, less costly, and more dynamic way to find value targets, instead of setting up assets to a major initiative and hoping for outcome. Better control over the modelling will result to a realistically delivered initiative that that will eventually meet your set business objectives.
- **Use appropriate measurement and motivation aligned to your business goal.** Executive leadership active feedback and keen support from front line management are necessary in creating the right environment for change. Once you've put in place proper measurement and motivation aligned with your business objectives, the individuals within your enterprise will then have the basis to do the right thing each time they carry out their responsibilities.

Aligning business strategies with high-performance supply chains

Because most supply chain initiatives involve external parties, choosing the right fit is critical, especially if a strong collaboration is a requirement.

UPS creates high-performance supply chains from inception to implementation, as we align your business strategies with our operating processes through UPS Global Distribution Management. As you compete globally, you can leverage on our unchallenged logistics knowledge, expertise, experience and infrastructure.

Whatever your business objectives and improvement initiatives may be, UPS will create a solution to fit them together seamlessly.

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Global Distribution Management lets you focus on your business, while UPS takes care of the rest.

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