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MARKET FOCUS

How can Singapore companies take advantage of business opportunities in LA and the rest of the West Coast, even in the midst of a financial crisis? IE Singapore's Centre Director for LA offers tips and insights.

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UPS INSIGHTS

Transportation Options in an Economic Downturn

By Paul Chee, Business Development Manager, UPS Singapore

As 2009 shapes up to be a challenging year for the global economy, it has become imperative that businesses seek out new strategies for success. They have to be efficient and nimble to changes.

Being efficient is increasingly evident in the way supply chains are being managed today. The demand to contain costs in the current business environment is forcing many to reassess their current supply chain strategies, be it their global sourcing or their transportation options.



Closer to home, Singaporean companies face an uncertain economic climate, making it critical to identify needs clearly. Companies need to accurately pick logistics alternatives that best suit their operations.

Efficient Transportation Options

As an SME, how you approach your transportation strategy depends largely on the kinds and volume of goods you are shipping as well as your customer's requested delivery time.

Transportation is at the core of supply chain management. Many companies, particularly SMEs, are faced with multiple choices for shipping, either by air, land or ocean. Also, the current global crisis is showing trends of companies cutting costs and downgrading from premium to non-premium services.

With UPS's full array of global transportation services, businesses can choose a reliable and cost-effective option to move their goods worldwide:

UPS Ocean Freight is a dependable door-to-door alternative for your shipments. As one of the world's leading Non-Vessel Operating Common Carriers (NVOCC), UPS Ocean Freight features many benefits for SMEs; UPS's worldwide capacity, reliable shipping times, and competitive rates to move goods where they need to be when they need to be there.

Multiple sailings per week, to global destinations across a selection of preferred carriers, help SMEs maximise its routing and transit options. UPS's advanced technology enhances the visibility of the shipment until its final delivery.

Using UPS as a single provider to manage your supply chain businesses simplifies your transportation and freight processes.

- **Full container load service** - Access frequent departures at competitive rates for full container load (FCL) shipments from major ports around the world.
- **Less-than container load service** - Utilise less-than-container load (LCL) departures between major ports, managing every step to give you visibility throughout the process.
- **Sea/air service** - Combine the economies of ocean freight and speed of air freight with customised solutions.

With the various options available, UPS continues to help SMEs pursue international markets while creating cost savings.

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