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MARKET FOCUS

Economists think that Malaysia may have already seen the worst of the recession. Manufacturing output, which had been falling since January 2008, picked up in February 2009.

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Cityneon views the contribution from Malaysia as beyond monetary gains. "It is very positive on the growth of our employees and cross-straits relations for Singapore."

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Many Singapore businesses see Malaysia as a low risk market and even an extension of Singapore's domestic market. It is no surprise that Malaysia is Singapore's largest trading partner.

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Global experts are ready to help.

UPS INSIGHTS

Tightening Your Supply Chain Belt

By Paul Chee, Business Development Manager, UPS Singapore

Current economic realities dictate the need for companies to stay competitive, profitable and efficient. To realise potential savings, organisations also need to develop strong operational processes, especially for their supply chains.



The global market place has become increasingly complex that international shipping has become a delicate balancing act for companies.

One approach to being efficient is to eliminate stops at warehouses, keeping inventory moving from the manufacturer to the end customer. Known as distribution centre bypass or direct distribution, this "direct-to-store" method offers a good balance between fulfillment speed and logistics costs.

Direct distribution is ideal for product lines of which value is time-sensitive – it may devalue past a certain date or its value is tied to specific holidays or seasons. This is also profitable for high-value products since it reduces the order-to-cash cycle.

This strategy helps companies realise capital investment savings since there is decreased spending in expanding or building new warehouses. Aside from network efficiency, inventory-carrying and material-handling costs is reduced. Moreover, less handling means less risk of damages to shipments.

UPS has endeavoured to assist SMEs in navigating the world of commerce. A growing number of companies have benefited from UPS's passion to streamline supply chains, which leads to substantial savings and increased speed to market.

UPS Trade Direct is an end-to-end solution that allows enterprises to leverage on the reliability of UPS's global network, extensive experience in clearing shipments, and technology-leading visibility systems all from one single source. Companies can then focus on other aspects of their business.

The Trade Direct solution includes:

1. Receipt of shipments
2. Consolidation and transportation of shipment to the destination country
3. Customs clearance
4. De-consolidation into individual shipments and entering the UPS package of less-than-truckload (LTL) network
5. Direct delivery to customers

There are two options for UPS Trade Direct:

- **UPS Trade Direct Air** - UPS streamlines your supply chain by combining international air freight, customs brokerage and the multi-modal delivery services.
This encompasses either a door-to-door or an airport-to-door service with consolidated customs clearance, improving speed to market. With real-time tracking visibility for both the shipper and customer, Trade Direct Air eliminates multiple carrier bills.
- **UPS Trade Direct Ocean** - This port-to-door or door-to-door delivery solution can reduce days from your supply chain by delivering overseas goods directly to your customers.

Overall ocean freight transportation and customs brokerage costs are reduced by consolidating shipments. Bypassing distribution centres reduces stock ownership time by up to 20 days, getting goods to customers faster. 24/7 online access to shipping information allows customers to resolve issues in real-time. Processes are also streamlined by eliminating multiple carrier bills.

UPS Trade Direct offers SMEs cost-effective quick-to-market solutions that will give them a competitive edge in these challenging economic times.

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