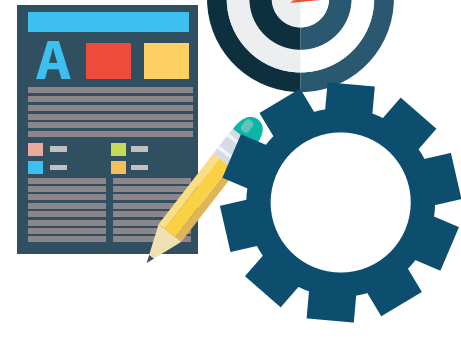


4 FACTORS TO CONSIDER WHEN OPTIMIZING YOUR SUPPLY CHAIN

SUPPLY CHAIN MUST IMPLEMENT STRATEGIC, INNOVATIVE AND **CUSTOMER-CENTRIC** MODELS TO COMPETE IN TODAY'S **GLOBAL MARKET**.

AS THE FUNDAMENTAL NETWORK THAT HELPS DISTRIBUTE PRODUCT FROM POINT A TO B, SUPPLY CHAINS PLAY AN IMPORTANT ROLE IN AN ORGANIZATION'S ABILITY TO DELIVER EFFICIENTLY AND EFFECTIVELY.

GLOBAL SUPPLY CHAIN'S TODAY ARE FACED WITH:



COMPLEXITY

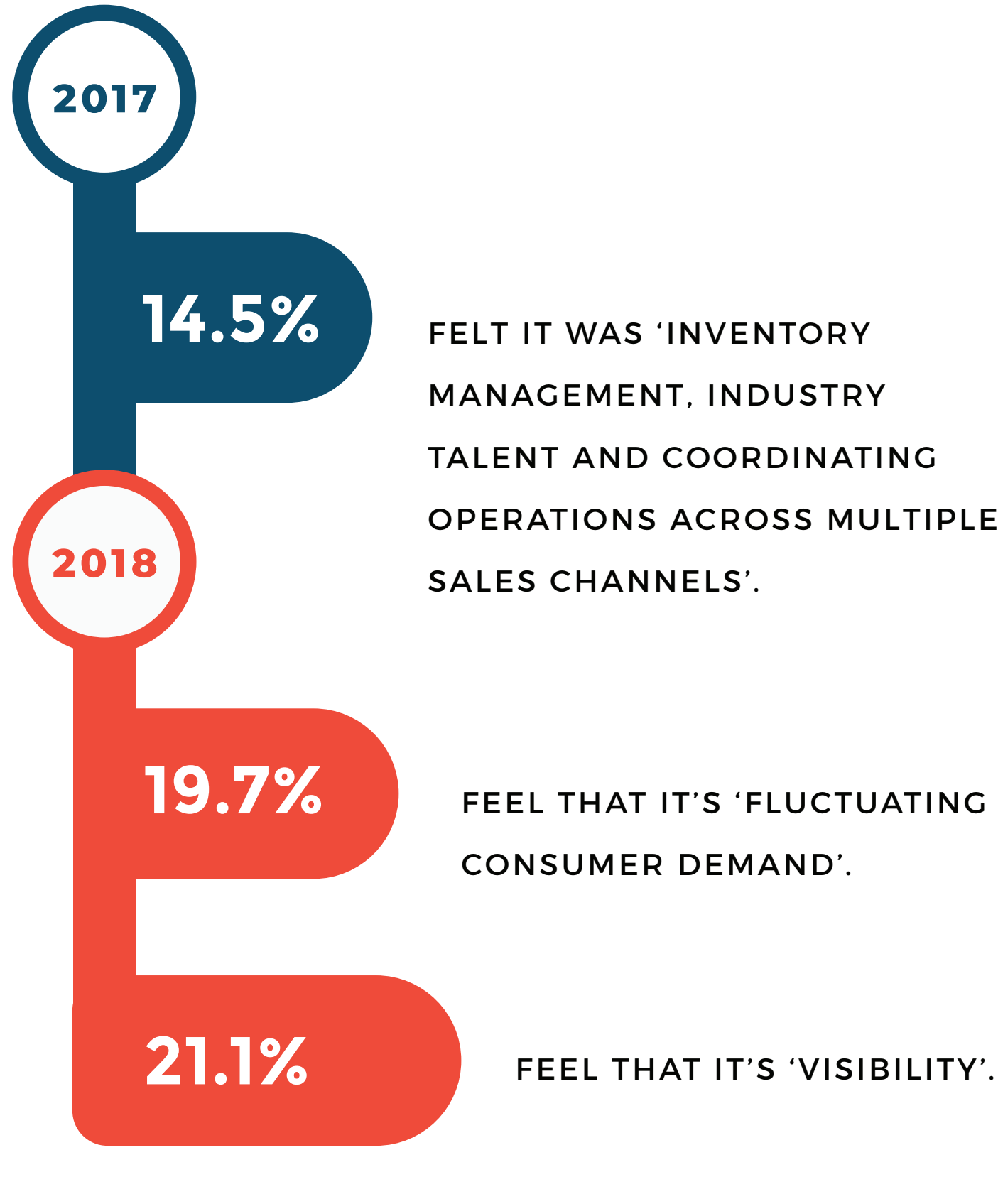


HIGH DEMANDS



UNPREDICTABILITY

IN...



INDUSTRY EXPERTS BELIEVE THAT AN OPTIMIZED END-TO-END SUPPLY CHAIN THAT IS EXECUTED USING A CUSTOMER-CENTRIC MODEL, CAN HELP ADDRESS THESE CHALLENGES.

WHAT MUST A SUPPLY CHAIN IMPLEMENT TO BECOME FULLY OPTIMIZED?

1. SUPPLIER INVENTORY MANAGEMENT



- ORDER FULFILLMENT IS AN **INTEGRAL COMPONENT** TO ANY BUSINESS. A COMPANY THAT OFFERS COST EFFECTIVE SHIPPING OPTIONS TO THEIR CLIENTS, IN ADDITION TO VISIBILITY, WILL PROVIDE CLIENTS WITH **EFFECTIVE SOLUTIONS**.

2. DEMAND PLANNING



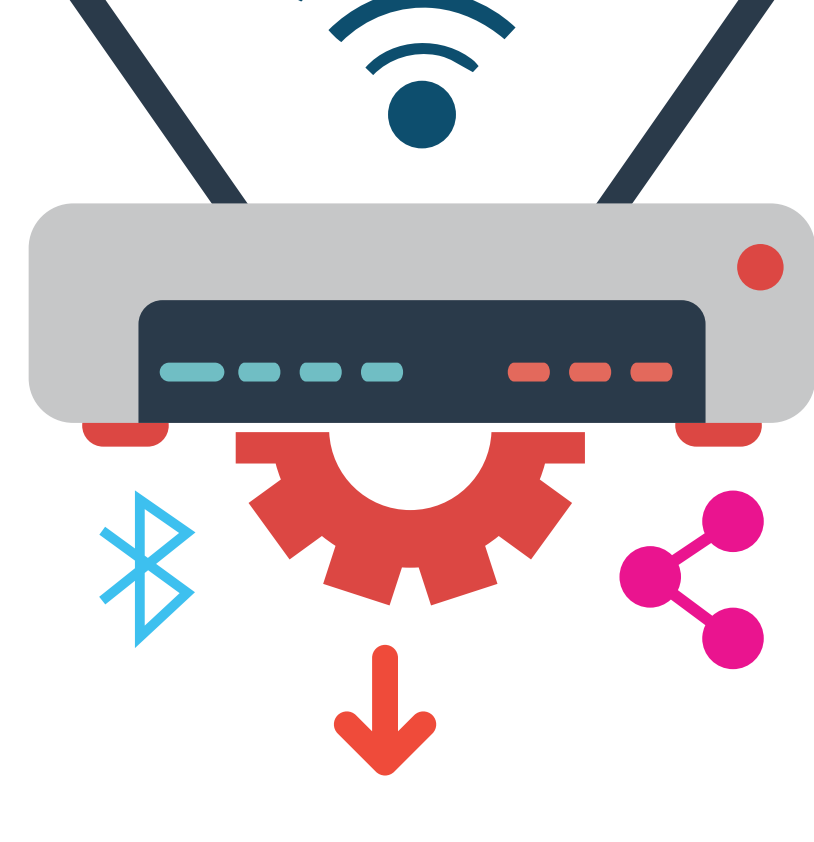
- ALTHOUGH DEMAND IS AT AN ALL-TIME **UNPREDICTABLE HIGH**, COMPANIES SHOULD CONTINUE TO IMPLEMENT FORECASTING MEASURES TO **BETTER UNDERSTAND** THE NEEDS OF THEIR CLIENTS. THIS MAY INCLUDE DEMAND, SUPPLY AND PRICE FORECASTING.

3. TRANSPORTATION NETWORKS



- A SUPPLY CHAIN THAT HAS AN EFFECTIVE PROCESS TO DETERMINE THE **MOST EFFICIENT** ROUTE AND MODE FOR TRANSPORTATION AND DISTRIBUTION, WILL DELIVER CUSTOMER SATISFACTION.

4. TECHNOLOGY INTEGRATION



- EMERGING PLATFORMS ARE PROVIDING SUPPLY CHAINS WITH **ADVANCED CAPABILITIES**. COMPANIES SHOULD LEVERAGE TECHNOLOGY TO HELP IMPROVE TRANSPARENCY, CONSOLIDATION AND **LOWER COSTS**.

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WE LOVE TO PUT ORDER IN YOUR CHAOS. MORAI LOGISTICS INC. IS A 3RD PARTY LOGISTICS PROVIDER WITH AN OPERATING AGENCY AGREEMENT REPRESENTING MODE TRANSPORTATION. WE ARE A POWERHOUSE LOGISTICS TEAM BASED IN THE GREATER TORONTO AREA AND DO BUSINESS THROUGHOUT NORTH AMERICA, INCLUDING MEXICO. OUR TEAM IS DEDICATED TO OUR TERRIFIC CLIENTS AND WE STRIVE TO TAKE THE CHAOS OUT OF YOUR SUPPLY CHAIN. WE ARE ALWAYS ON THE LOOKOUT TO DO EXCEPTIONAL WORK WITH REMARKABLE PEOPLE AND COMPANIES!

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