

Exceeding Customer Expectations



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AFC Worldwide Express has a wide range of services to suit your needs.

- Domestic Services, Time Defined
- Carrier Management
- Truck Services
- International
- Automation
- Logistics Services



International Logistics Solution

While preparing for a major market launch and penetration in the US, the world's largest Consumer Product Company turned to AFC Worldwide Express for an international logistics solution.

Problem:

During the planning phase, the company discovered that its traditional ocean-based transportation and logistics model could not meet time-critical deadlines. To avoid outages on the retailer's shelves, the company needed assistance from a transportation and logistics company with a history of crafting international logistics solutions.

Insuring that the products hit the store shelves well ahead of the launch date was absolutely essential for marketing success. In addition to the time constraints, the goods would have to be moved efficiently from the Far East to the US and be successfully put into the distribution supply chain without interruption.



In order to resolve the problem, the company identified five critical requirements of a new logistics provider.

- ◆ A proven track record of On Time delivery
- ◆ A history of international and domestic services
- ◆ A knowledge of product launch for major retail promotions

International Logistics Solution

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- ◆ Leading edge automation and technology for tracing and tracking shipments
- ◆ A sound reputation for crafting reliable land flexible logistics solutions in time-critical settings

Solution:

As time was running out, the company turned to one of its minority-owned suppliers, AFC Worldwide Express for help.

Due to AFC's history and experience with complex transportations and logistics issues, they were able to respond quickly to the demands of the customer and develop a workable plan. Their existing relationship with the customer also gave them access to resources and personnel to expedite decision-making.

Working closely together, the two companies were able to craft a workable solution and deploy the resources necessary to move the goods to the required destinations ahead of the deadlines.

A critical success factor was AFC's ability to identify and secure a series of Boeing 747 Freighters, which were chartered to transport the goods from the Far East to the

US. AFC's experience in international shipping enabled them to quickly satisfy the charter requirements by identifying the right airline with the right schedule at the right price.

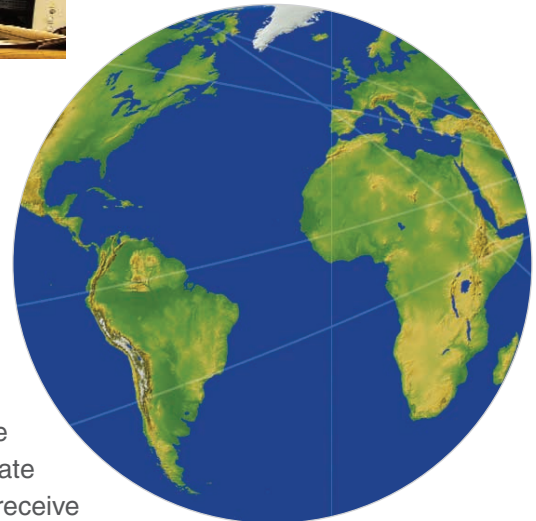
Another essential advantage was AFC's ability to coordinate directly with the supplier to receive the goods. On receipt of goods, AFC arranged to have the airline pallets built in compliance with Aircraft contours and specifications, and tendered them to the Charterer in order to expedite the process.

Upon arrival in the US, AFC was responsible for the recovery of the Airline Pallets, breaking them down, and rebuilding the thousands of loose cartons onto Chep pallets in order to comply with the customer's stringent distribution requirements.

The entire process from the Origin Airport to the clients Distribution Center, was completed in 2 days.

Results:

Working in close partnership with the customer, manufacturer, global partners, and the airlines, AFC was able to meet each of the time-



critical deadlines. All the products were delivered intact and on time for a successful market launch.

In addition to a successful outcome, AFC was also able to validate the customer's internal initiative to invest in the ongoing development of minority-owned suppliers. AFC was rewarded with a "valuable supplier" status by the customer and afforded new opportunities to expand their offerings.

AFC's ongoing commitment to reliability enabled it to exceed customer's expectations and validated its reputation as a value added partner and a model Minority Business Enterprise. ◆