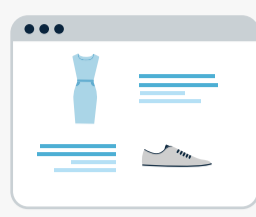




# UNBREAKABLE.



To facilitate on-shelf availability for omnichannel retailers all over the world, Maersk offers integrated end-to-end supply chain solutions that provide a truly resilient logistics service.

## 80%



of executives said they believe consumers will prioritise stock availability over retailer loyalty in the coming year.<sup>1</sup> It's key that end consumers have the products they want, when they want them, via the channel they choose – whether that's in-store or online – and that's exactly the on-shelf availability Maersk delivers. Whether your items need to reach brick-and-mortar stores or end consumers' doorsteps, we'll help you bring your omnichannel strategy to life.

At every stage of the supply chain, Maersk flexes to meet the growing demands of the retail world. Follow our retail supply chain to find out how Maersk can support your journey to becoming **UNBREAKABLE**.

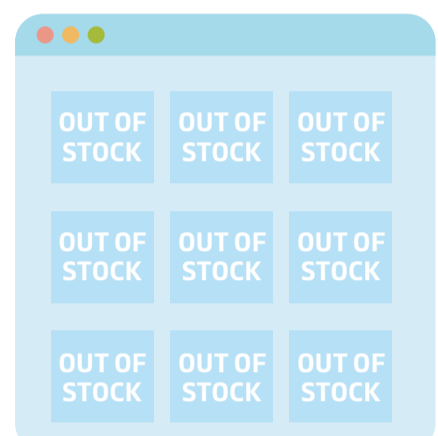


**Scroll to discover how retail items travel from factory to store or sofa through our global network.**



Over one in five consumers experienced issues with product availability in 2021.<sup>2</sup> What's more, between 2020 and 2021, the number of customers who expected same day delivery increased seven-fold.<sup>3</sup>

Omnichannel retail faces many challenges – from physical disruptions to heightening consumer demands. **Maersk's operational control of assets across the entire supply chain allows us to put the customer at the centre of everything we do.** By utilising the breadth of our network to avoid delays and disruptions, we avoid timely costs and delays. The result? A fantastic shipping experience for your end customers and increased loyalty for you.



## COLLECTING YOUR ITEMS

## 38%



of industry professionals feel a lack of overall transparency/traceability is the main challenge facing their supply chain.<sup>4</sup> That's why we track every item from the point it's first collected from the factory – to provide you with complete visibility of your goods from end-to-end. Combined with the physical control of assets, this enables a more agile and responsive supply chain.



## INLAND TRANSPORT

## 52%



of shoppers say that slow delivery options would be a factor in abandoning an online order.<sup>5</sup> So you need to be confident that 'next day delivery' actually means next day.

For this, supply chain resilience and flexibility is key. We facilitate it by combining technology and operational control of physical assets. If there are unforeseen delays, our network of trucks, trains, barges, vessels and planes keeps us agile so we can deliver as planned.

↓ As soon as your items begin moving through our network, our Supply Chain Management platform and technology integrations provide full visibility. If things go wrong, automated notifications prompt action from our worldwide team of local experts.



## CLEARING YOUR GOODS FOR DEPARTURE AND AT ARRIVAL

Small delays at customs have a ripple effect across your supply chain.

## 37%



of UK wholesalers and retailers reported that additional paperwork was a challenge when trying to import products, with a further 34% citing customs duties and levies.<sup>6</sup>

Maersk makes all this simple with one integrated supply chain. Because we're involved from the minute your items leave the factory, all relevant customs documents are prepared ahead of time. Synergies across our supply chain ensure the seamless movement of your cargo across borders – whether it's a container, truck or single parcel.

## A MORE SUSTAINABLE SUPPLY CHAIN

There's more pressure than ever to deliver responsibly. Research by PwC found

## 51%



of consumers prefer to buy environmentally-friendly products where possible, with 43% preferring to buy from shops with sustainable credentials.<sup>7</sup>

As a leader in decarbonising logistics, Maersk is proud to be working towards a net zero operation by 2040. So your items and your reputation are in good hands.



## DELIVERING YOUR GOODS

Nearly all retailers are planning to invest to make their supply chains more agile and resilient.<sup>8</sup>

Why? Because it allows their goods to reach the right place at the right time.



To speak to one of our experts about your logistics needs, and see how our end-to-end solutions can help, please contact us [online](#).

Find more information on [retail logistics solutions](#)

1 Deloitte 2022 retail industry outlook  
2 Outlook for the UK Retail & Consumer Industry 2022 – Retail Economics  
3 IMRG, cited in Raconteur Future of Retail 2021  
4 Retail Supply Chains – Learning Lessons from Disruption – Economist Intelligence Unit  
5 Retail Week CX Factory, June 2021  
6 Outlook for the UK Retail & Consumer Industry 2022 – Retail Economics  
7 PwC Consumer Survey, 2021  
8 Reinventing Supply Chain for the Future - Gartner

