

MAERSK OPTIMISES END-TO-END SUPPLY CHAIN PERFORMANCE IN NIGERIA, FROM THE COLLECTION OF GOODS TO THE FINAL DESTINATION

FOLLOW OUR FMCG SUPPLY CHAIN TO SEE THE BENEFITS BEING DELIVERED AT EVERY STAGE OF THE JOURNEY

There's a reason the biggest FMCG brands in Nigeria and across West Africa are increasingly turning to Maersk for guidance and expertise in optimising their supply chains. With solutions for air, sea, and land, these services and technologies being deployed offer unrivalled insights for improving every aspect of production and distribution. As a result, you gain the real-time control needed to maintain schedules, respond decisively to any emerging problems, and to make certain that local operations are consistently meeting their cost and productivity targets.

Journey with us along the full end-to-end Maersk FMCG logistics service.

MEETING YOU

FIRST WE NEED TO BUILD CONFIDENCE. TO INITIATE DYNAMIC KICK-OFF MEETINGS THAT ENABLE MAERSK NIGERIA TO QUICKLY TAILOR OUR SUPPLY CHAIN MANAGEMENT SERVICES TO YOUR PRECISE NEEDS.

Acting as a strategic partner, we'll align a range of powerful capabilities to your most pressing day-to-day challenges:

- Simplify internal/external collaboration
- Improve response times
- Enhance operational control
- Increase real-time visibility
- Ensure resource availability
- Drive down cost
- Meet local/global regulations
- Boost operational uptime

During this process you'll experience our local expertise and global infrastructure being combined to help guarantee each of your key objectives are consistently met. As for specific situations, we'll introduce what's needed – whether that's transportation, warehousing, customs brokerage, fulfilment and inventory services, financial or digital support – and quickly detail how you access them.

Throughout these conversations we'll be listening, taking on board what you need and what success looks like, while also offering best practice recommendations for delivering results fast.

COLLECTING OF GOODS

With a rising consumer base within Nigeria's populace of 200 million, many global FMCG brands are looking to expand their presence in the country. Such moves can place a strain on local distribution resources. Yet equally you'll appreciate the importance of full end-to-end visibility, alongside the ability to track materials and products from any source – be they farms, production plants, or anywhere in between.

Having Maersk on your side makes all the difference. With visibility down to SKU level you can track shipments on any device to accurately predict what's arriving when, identify shortfalls, quickly plug any gaps, and maintain tight just-in-time schedules. As a result, you'll have greater confidence that the right stock levels are being maintained at every location – thereby making a significant difference to overall production performance and supply chain productivity.

What's important is that we take great care of every item transported, and as a result Quality Control can add extra value – while Finance has a single point of control to help further reduce costs.

1882
Journeys in Africa, year-to-date 2021

63.2%
Schedule reliability, year-to-date 2021

INLAND TRANSPORT

By providing greater control and visibility, Maersk enables you to extend supply chain excellence across rail and truck operations. In fact, we already work with a global consumer goods company in the region to do just that by monitoring demurrage and detention timelines to help optimise schedules. Not that we stop there, we also enable this customer to analyse container stuffing, empty truck positioning, on-time delivery results, and a host of other measures that show them what's working – and what needs improvement.

Inland transportation also demands your goods and corporate policies conform to local and West African environmental regulations. Having our expertise to call upon means knowing you're always on top of regulations – while also being able to show you're committed to delivering a more sustainable supply chain with every passing day. From improving efficiency to reducing waste, you'll have every angle covered.

It's also worth noting that our expertise with Nigerian regulations is also put to work in ensuring all specific local documentation is ready for every shipment. We're a trusted resource for helping you clear trade terminals, and for making sure your goods enjoy a fast and smooth passage to their final destination.

Maersk is associated with

The Shipping Association of Nigeria

IMPORT AND EXPORT

End-to-end visibility and control across the FMCG supply chain also helps manage day-to-day import/export tasks. In fact, alongside local compliance expertise and documentation support, Maersk uses its deep understanding of the Nigerian market to mitigate the causes of any delays. Doing this helps drastically improve predictability across every process and deadline, giving you the confidence to commit to working within strict time constraints.

All this is achieved by simplifying our interactions with the help of a single point of contact through which all your logistics needs are met, including customs clearance, warehousing, and transportation. We understand that customers look to us to keep their products moving swiftly across borders, with full compliance – both in the commercial and environmental sense –, throughout the West African region – and we never disappoint.

A good example of our commitment can be found with the previously mentioned consumer goods company. Here, the client relies upon Maersk to import raw materials and semi-finished products, utilising our customs house brokerage and drayage service to get them safely to their factory in Nigeria. Once the finished products are ready, including tea, toothpastes, and detergents, the same services are used to ship them by sea to distribution centres in Ivory Coast and Ghana – with Maersk also handling the operational and financial tasks surrounding the activity.

To further streamline your import/export activities, our local teams offer a range of services including:

- Ocean
- Import Customs Services & Drayage
- Trucking: Reliable Inland Transport
- Warehousing
- Cold Chain Logistics

SHIPPING AND AIR FREIGHT

Shipping your goods and ensuring they arrive in optimal condition is of course what Maersk is famous for across the globe. That said, our operations also continue to evolve to meet shifting customer and regulator expectations. First among our recent commitments is Maersk's ambition to be carbon neutral by 2050, an achievement that will only strengthen our position as the world's most sustainable fleet. We do this to ensure our customers are positioned at the forefront of environmental best practice, able to constantly improve their efficiency and reduce waste at the same time.

An additional area of transformation has been our continued investment in technology. The goal here is to provide you with the most complete view of your supply chain possible, and to do that our platform connects data across each step of the distribution process to inform every business decision. Data that also infuses our tools and services to deliver end-to-end visibility and control, thereby helping guarantee every shipment across air, sea, and land – while also fully utilising our extensive network of regional warehouses that assure the critical equipment and machinery you need is always available and fully functional.

Arguably the biggest advantage of increased data visibility however is the increased responsiveness it delivers to any adverse events. A good example here being a global brewing company that had to reorganise its intermodal deliveries to South Africa, when alcohol sales were banned as part of Covid-19 lockdown measures. Working in close collaboration with Maersk, data analyses showed that shifting deliveries to rail only would slow cargo arrivals down and enable large cost savings – calculations that simply weren't available from other logistics partners.

WAREHOUSING

As mentioned, Maersk has extensive warehousing infrastructure in Nigeria and West Africa. But more than simply providing local capacity, we're also helping enable smart warehouse operations. Take for instance our tools for predicting arrivals and pro-active alerting systems that help to greatly reduce the need to manually track and process deliveries. That's why we've digitised our end-to-end operation, giving you insight into the condition (humidity, CO2 levels etc) and location of every container – and a range of solutions and services that can be tailored to the exact outcomes your business requires.

For a multinational cigarette and tobacco manufacturing company exporting from Nigeria to Mali, Burkina Faso, and the Gambia, the results Maersk delivers were obvious from the very beginning. Our experienced employees were based on site to manage the warehouse operations, as part of a full logistics offering focused on both rates and transit times for these strategic markets.

“Your unequalled reactivity and assistance were phenomenal, you made the air import a very smooth process. Thanks a lot, and please keep it up, working with you is such a pleasure.”

Client, multinational cigarette and tobacco manufacturer

Maersk also offers, alongside warehousing, booking services throughout the region to ensure customers can access the critical equipment, machinery, and spare parts they need to maintain tight time schedules. Confident in the single point of control afforded to them, each business we work with is proven to enjoy greater reliability and predictability – while minimising the impact of restrictions caused by Covid-19 lockdown policies.

FINAL DELIVERY & ARRIVAL AT THE DESTINATION POINT

Across the long haul and the last mile, Maersk has the solutions and services needed to get every shipment to its final destination in optimal condition. Goods that have been tracked and cared for every step of the way, which in turn gives you the evidence to demonstrate compliance with both local regulations and contract stipulations.

It's what we do at Maersk, and we're very good at it.

Our approach to FMCG logistics is focused on:

- Deep industry and regional expertise across West Africa
- Responsive operations enabled by real-time supply chain visibility
- Proactive, end-to-end insights to overcome challenges and cut costs
- Tailored offerings that help optimise every step of the journey
- Multimodal transport and warehousing facilities throughout the region

With a culture of continual learning, a century of logistics experience, and investments in technology, we're continually looking for efficiencies to add value for our customers.