



Are you running an effective logistics operation in China?

As foreign companies doing business in China, many top executives have realized the importance of running a functional and effective logistics operation. Various improvement initiatives and KIPs have been enforced aiming to run a better operation in China, where logistics remains, (although improved over the years), fragmented, inefficient and complex. However, many still wonder: "How am I doing against other businesses in the same region"? Or "What are the latest changes in the supply chain that might affect my logistics operation in China"?

UnitedLog Shanghai, a Stockholm based Supply Chain Management Consulting company is conducting a Logistics Benchmark Report. To participate in this survey, you will answer questions in regards to how cost and service requirements affect your logistics operation in China. By analyzing data collected (you can choose to be anonymous), we will produce a report that makes reference to some of the key logistics issues, such as:

- What is the average logistics cost as a percentage of sales in a certain region?
- What is the average transportation cost as a percentage of logistics costs in a certain region?
- What are the key logistics trends in a certain region?
- What KPIs have worked to improve logistics performance?

As participants of this survey, you will receive a complementary E-copy of the report. Also, towards end of 2010, we will host an event to publish the survey results and all participants will be invited. Our sister company in New York, for the past 30 years, has produced a similar report named the Davis Report, which has become a well-recognized benchmark report quoted by many SCM professionals in the US. We hope we can carry on the good spirit here in China!

To participate in this survey, click http://www.surveymonkey.com/s/logistics_benchmark_unitedlog and follow the instructions.

To download an E copy of the Logistics Benchmark Report conducted for the US market, click http://www.unitedlog.cn/Files/Billeder/ESTABLISH%20CHINA/Web%20Articles/ben_us_09.pdf

We look forward to your participation!

Sincerely Yours,

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