



Consulting

Investing in tactical supply chain improvements without a strategic plan in place is like crossing a desert without a compass.

We live in a complex, fast changing and globalising world. We also live in a country that is growing and changing. Research undertaken by Hala shows that Saudi Arabian supply chains are buckling under the strain of this growth. They have become the weak points in our businesses, and service levels in general are not what they should be.

In these circumstances, companies that reform their supply chains to deliver high service levels at lower cost will find both their margins and their market shares improving. Businesses around the world have discovered this to their advantage.

Hala's consulting business has been established to assist clients to achieve these objectives.

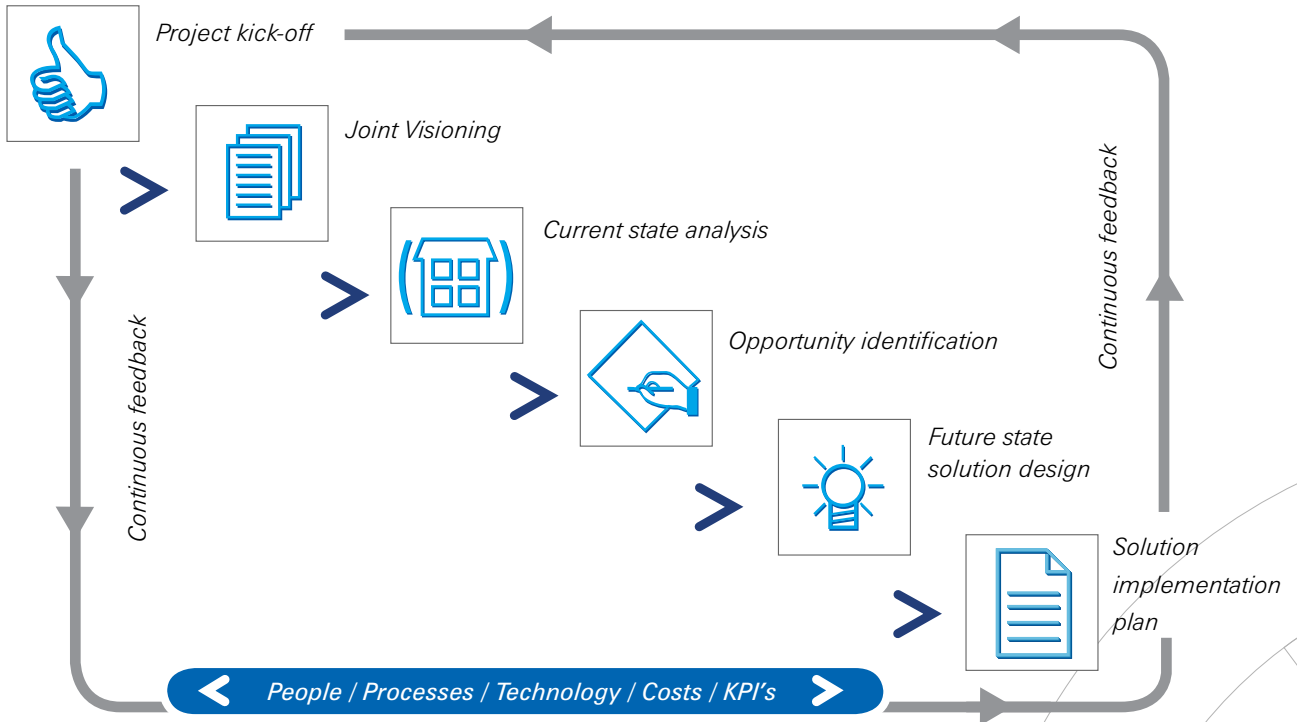
The process of reform can be piecemeal, but it needs to be guided by a sound and holistic strategic plan, otherwise tactical improvements simply will not yield the expected results.

Increasing service levels – driving up profit.

Creating competitive advantage.



How consulting works



The changing environment

The Saudi Arabian business environment has experienced explosive growth over the last 50 years. In parallel, the world has seen the emergence of digital process and communication, as well as rapid globalisation.

As a result, supply chains are becoming the strategic cornerstones of competitive advantage for many companies. Sadly there is a serious and worldwide shortage of high level and strategic supply chain skills. Saudi Arabia has not escaped this shortage. Research shows that those companies that have superior supply chain skills perform better on almost every success measure

than those who don't. It also shows that these companies are forming strategic partnerships with supply chain consulting companies and service providers to augment their own teams. These partnerships allow clients continuous access to high level skills on a variable cost basis.

The Hala Way

Supply chain strategies need to consider both the unique local conditions as well as the latest global best practices.

In addition, Hala Consulting believes that a close and continuous relationship with clients is as important as a deep knowledge about the Kingdom's business patterns. We have a team of highly skilled professionals, resident in the Kingdom.

*High supply chain capability
leads to higher profitability*

– Deloitte 2003

Typical supply chain challenges that Hala consulting addresses:

- Where and how big must my warehouses be
 - Network analysis
- If only I knew better what I was going to sell – Demand management

- What stock must be held where
 - Inventory management
- How do I optimise the operation of my warehouse – Warehouse design and warehouse management systems
- How can I change the way I do things to improve service and bring down costs– Business process engineering / re-engineering

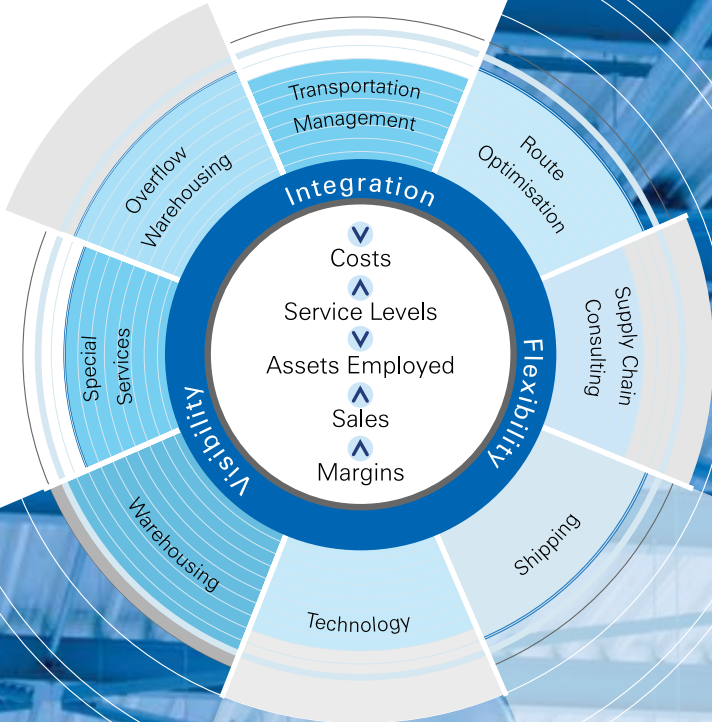
- How big, how many, and which vehicles are optimal to transport my product – Fleet mix, Transportation optimisation, Route management

How “Hala” Consulting works:

1. We require a comprehensive brief from the client
2. We define the scope and scale of the project, the required outcomes, and the anticipated timelines and costs to which we commit with the client
3. Upon agreement we establish a project management team consisting of members from both client company and of Hala Consulting
4. Monthly reports record progress and alterations to the scale/ scope of the project
5. The consulting outcomes are achieved, and an implementation plan is established if appropriate



Other Hala services



Benefits to client

- The consulting team at Hala becomes a virtual extension of the client supply chain team
- Client has permanent access to world leading skills on a variable cost basis
- Strategic direction for supply chain and logistics reform is established
- Plans for increased integration, visibility, flexibility, cost reduction or service enhancement become strategic in nature
- The Hala group has the ability and willingness to proceed beyond consulting to implementation of the consulting solution in partnership with the client

The fact that we are often asked to implement our consulting solutions ensures that our advice is driven not only by theory but also by a realistic assessment of implementability.

Hala Supply Chain Services

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