

HALA

SUPPLY CHAIN SERVICES



هالا

الخدمات الإمدادات المساندة

Special Services

If you want an integrated, flexible, high visibility and high control supply chain that drives costs down and service up – create an in sourced supply chain relationship.

As the pace of change in the world speeds up, and life cycles of products and markets shorten, so demand becomes more and more difficult to predict. Planning and forecasting emerge as the biggest challenges facing supply chain managers.

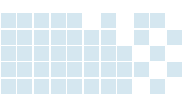
In parallel to these challenging circumstances, supply chain managers are also finding it increasingly difficult to find skilled staff.

The reaction of the world's most successful companies has been to improve their ability to deal with complexity by forming relationships with supply chain and logistics companies. These relationships increase service levels, reduce costs and increase both flexibility and control. Companies that have chosen this route have been proven in several studies to be more successful than their competitors. Their superior results are testimony to the wisdom of their supply chain strategies.

Increasing service levels – driving up profit.

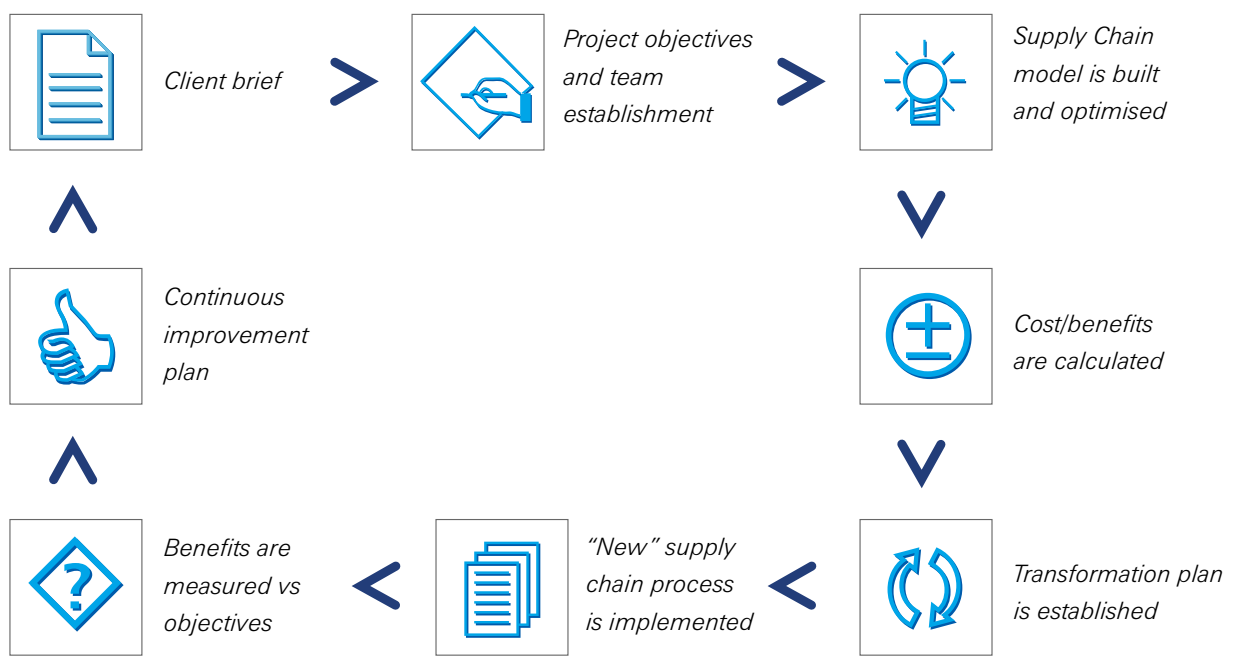
Creating competitive advantage.





Strategic relationships have been proven to drive up profitability in a changing market

Our process



The benefits of an "insourced" approach

The reason that the worlds most successful companies are more likely to partner with both 4PL and 3PL suppliers, is that they have realised that those companies with the most efficient supply chains are succeeding at the expense of their competitors. Relationships with logistics and supply chain companies help them to overcome not only the global supply chain skills shortage, but also to introduce a lot more flexibility and competitiveness into their businesses.

Supply chain managers from these companies have developed such close relationships with their suppliers and their levels of visibility, integration and control is so high,

that the term "outsource" is really a misnomer.

At Hala, we like to think of this type of relationship rather as an insourced one. In these relationships client supply chain managers find their service levels improving, their costs decreasing, their visibility and flexibility improving and their levels of control actually increasing. Of course the benefits to the client company are measured ultimately in improved profitability and competitiveness.

Research in both developed and developing countries proves that those companies that are best able to manage the growing complexity in their supply chains are the ones that are experiencing the highest levels of profit and success.



Why Hala?

Hala's experience in the running and optimising of large scale integrated supply chains in the Kingdom is unsurpassed. It runs large networks comprising of an inbound supply chain, a cross docking solution and an outbound supply chain. The network includes nine warehouses, and services the wholesale, retail and industrial and governmental sectors Kingdom wide. The Arabian Hala group is also a 49% owner and manager of Naqel, the largest transportation network in the Kingdom, and has invested in significant "overflow warehousing" capacity in Saudi Arabia's three major cities.

Hala furthermore has a permanent high level resident consulting staff skilled in the fields of network modelling, route optimisation, transportation management, warehouse design and management, and supply chain design and implementation

But it's Hala's attitude to supply chain management that is really different. International experience shows that a combination of high level in-company supply chain management, in a relationship with external 4PL and 3PL suppliers, provides the most successful results. The resulting systems are built to satisfy the precise needs of the client. But they are more flexible and efficient because the 3PL/4PL combinations bring skills and economies of scale along with considerable experience to the relationship. It is why we call our engagement process "insource". It's about creating the benefits with you and for you, whilst at the same time increasing your control and visibility levels. All this with a committed implementation partner who is prepared to share risk beside you.

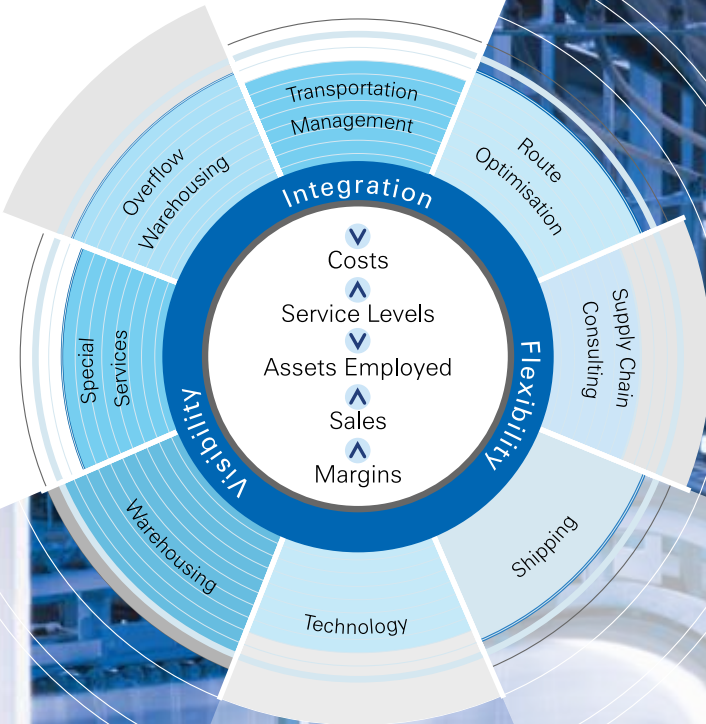
Typical challenges that Hala special projects addresses:

- We are experiencing low levels of service and we need to rectify it or risk losing market share
- We need to revamp our supply chain but are worried that if we commit ourselves to high levels of capital investment we may limit our flexibility
- Our growth is putting strain on our working capital
- Our growth is putting strain on our service levels
- Our competitors are able to deliver faster and more regularly than us. They are gaining market share
- We recognise that supply chain reform can lead to competitive advantage, but don't have the depth of skills to create the change ourselves
- We have been through a consulting process and need help to implement and run the new system

How SCS special projects works

1. Clients who wish to explore the potentials of an insourced approach commission Hala to model their supply chain and optimise the model
2. A project team consisting of Hala special services experts and client supply chain management from the company is established

Other Hala services



3. The model is built and optimised and a cost/benefit proposal is established
4. The client decides on the extent and pace of transformation that is optimal
5. Hala special services implement the changes in collaboration with client
6. Benefits of higher service, flexibility and visibility and lower costs begin to accrue

Benefits to client

- Improved service levels.
- Lower costs
- Improved ability to forecast
- Higher margins, market share and profits
- Skills are augmented by relationships in the supply chain and logistics arena
- Requirements for fixed assets decline
- Cash levels improve
- A continuous improvement process is implemented

Hala Supply Chain Services

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