



**Teach For All**  
A Global Network



August 9, 2024

# THE LOGISTICS CHALLENGE

*A VIEW ON THE LOGISTICS INDUSTRY - CLASSROOM*

# LEARNING OBJECTIVES

By the end of this module you will be able to:

- Explain in general terms what the logistics industry is about
- Using DHL Group as an example, present the key specifics of the DHL Group divisions Express, Supply Chain and Global Forwarding as well as specifics of the DHL Group's Environmental Focus
- Prepare a pitch and present this in a professional setting





# THIS IS ALL ABOUT LOGISTICS





# GOODS ARE MOVED BY ...



AIR



ROAD



RAIL



SEA

# AIR TRANSPORT



- Fast over long distances (short transit time)
- Reliable when time is important
- Frequent(daily) departures



- Unsuitable for very large / heavy goods
- Fairly expensive
- Environmental impact





# ROAD TRANSPORT



- Flexible routes
- Full access to the maze of road infrastructure
- Door-to-door delivery is possible
- Rather good price



- Unsuitable for very long distances
- Dependent on traffic conditions
- Environmental impact and access restrictions



# RAIL TRANSPORT



- Covers long distances
- Large capacity (great for high-load shipments)
- Cost effective
- Environmentally friendlier



- Inflexible routes
- No door-to-door delivery
- Not ideal for small loads / shipments



# SEA TRANSPORT



- Ideal for very large and heavy shipments
- Rather cost effective for large amounts
- Shipping containers fit on trucks



- Slow delivery times
- No door-to-door delivery option
- Inflexible routes and timetables





# LOGISTICS CHALLENGE - PART ONE



Working in 3 groups



- Transport a product from Chongqing (China) to London (UK).
- Each product has different transport requirements
- Create a logistics plan



30 minutes



# LOGISTICS CHALLENGE – MY TEAM

This handout contains everything you need to complete your logistics challenge.

Your team members are:

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# LOGISTICS CHALLENGE – GENERIC INFORMATION

First, find a name for your logistics company (who are you?).

To succeed, your group must create a logistics plan for the product you are transporting that stays within the allocated **budget**, **timeframe** and **environmental impact** criteria.

Your budget is 50,000 USD.

You have to transport the goods over four legs from China to the UK. On the next pages you will find information on these legs (from where to where, cost for each mode of transportation and the environmental impact)

## Environmental impact:

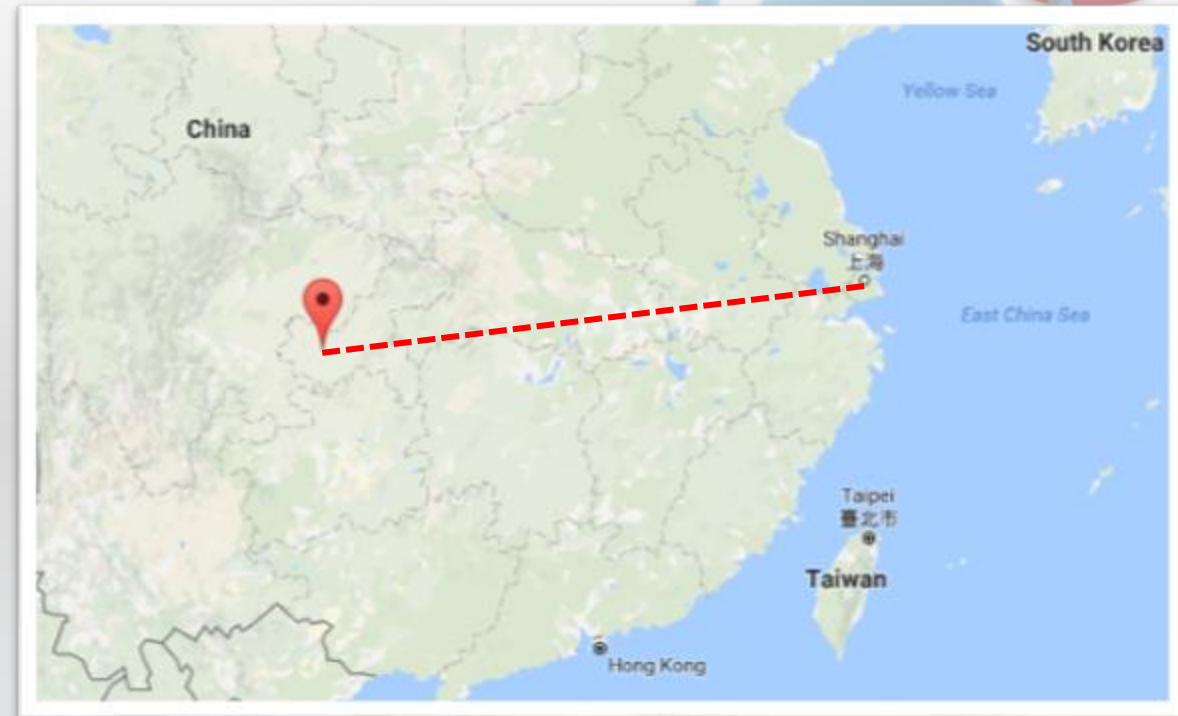
A recent survey amongst DHL customers revealed that 94% feel the environmental impact of deliveries is extremely important to them. As a result of this, you must ensure that no more than 2 of your transport options have a high environmental impact.





# LEG 1 – CHONGQUING TO SHANGHAI

1800 kilometers



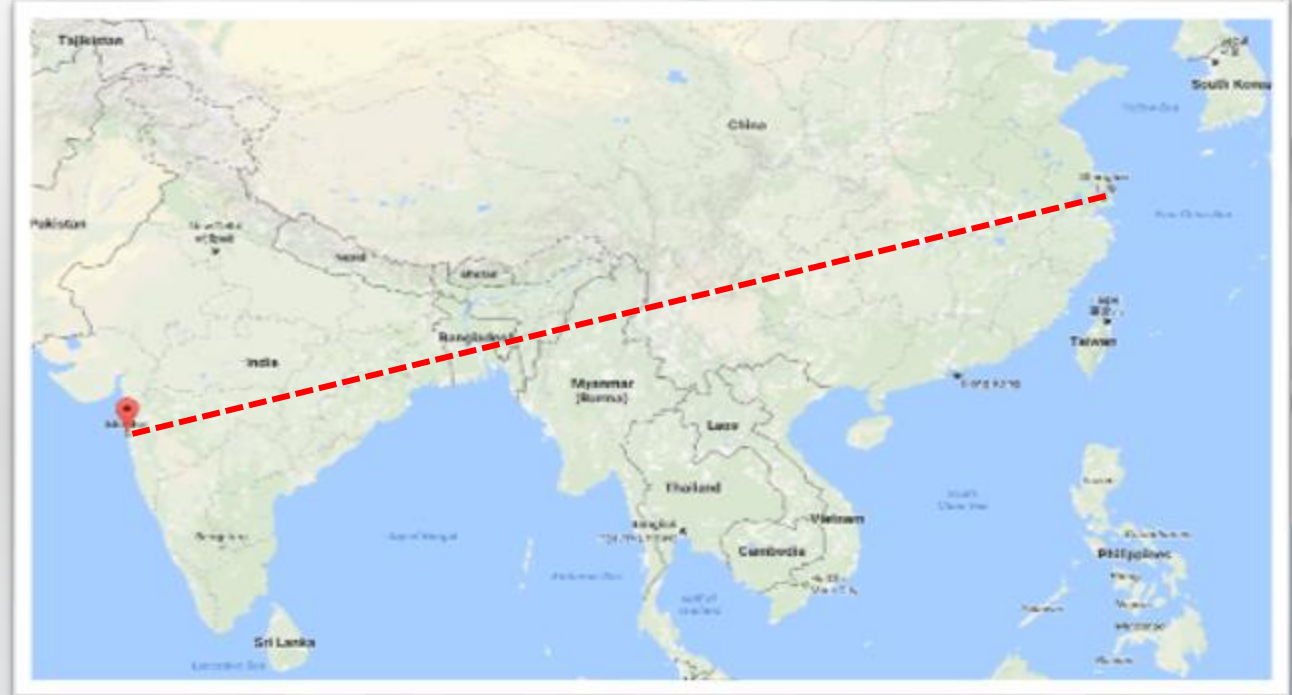
## Transport options

Method	Cost	Speed	Environmental Impact
RAIL	£120 per 100 km	2 days	Low
ROAD	£180 per 100 km	2 days	Medium
AIR	£280 per 100 km	5 hours	High

# LEG 2 – SHANGHAI TO MUMBAI

5000 kilometers

## Transport options



Method	Cost	Speed	Environmental Impact
RAIL	£310 per 100 km	8 days	Medium
ROAD	£270 per 100 km	15 days	Medium
AIR	£350 per 100 km	12 hours	High
SEA	£140 per 100 km	22 days	Low

## LEG 3 – MUMBAI TO ISTANBUL

4800 kilometers

### Transport options

**NOTE:** There is political and military unrest in several countries covered in leg 3, and it is not possible to transport goods via road or rail. You must use only air or sea transport.



Method	Cost	Speed	Environmental Impact
AIR	£400 per 100 km	8 hours	High
SEA	£170 per 100 km	19 days	Medium

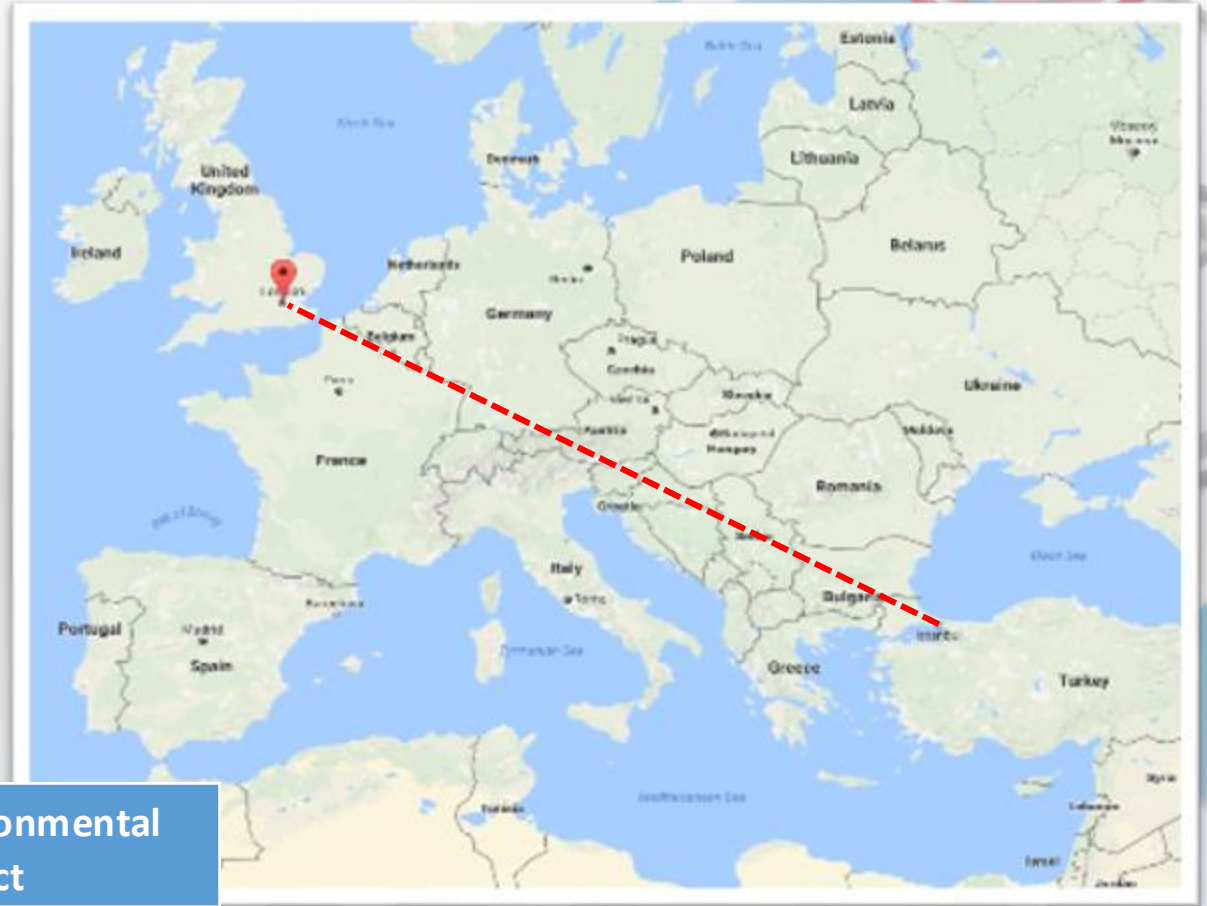


# LEG 4 – ISTANBUL TO LONDON

3000 kilometers

## Transport options

Method	Cost	Speed	Environmental Impact
RAIL	£300 per 100 km	5 days	Low
ROAD	£270 per 100 km	4 days	Medium
AIR	£340 per 100 km	5 hours	High
SEA	£150 per 100 km	15 days	Medium



# LOGISTICS CHALLENGE – SPECIFIC INFORMATION

**Product to transport:** 600 boxes of cookies

**Transport details:** Can only be transported by road or rail once, otherwise they will be damaged in transit

**Timeframe:** Must arrive at destination within 2 weeks



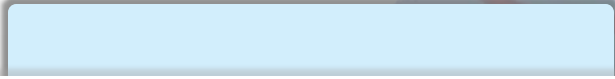
# LOGISTICS PLAN

## LOGISTICS PLAN FOR: CHEWY COOKIES CO

	Transport Method	Cost 	Time 	Environmental Impact 
Leg 1				
Leg 2				
Leg 3				
Leg 4				
Total				



# YOUR NOTES ...



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# LOGISTICS CHALLENGE – SPECIFIC INFORMATION

**Product to transport:** 200 boxes of medicine

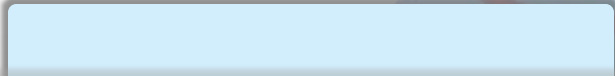
**Transport details:** Can only transport by road or air, as products must be kept cool at all times

**Timeframe:** Must arrive at destination within 1 week

**SUPER PHARMA**  
**In love with life**



# YOUR NOTES ...






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# LOGISTICS PLAN

## LOGISTICS PLAN FOR: SUPER PHARMA

	Transport Method	Cost 	Time 	Environmental Impact 
Leg 1				
Leg 2				
Leg 3				
Leg 4				
Total				

# LOGISTICS CHALLENGE – SPECIFIC INFORMATION

**Product to transport:** 5 airplane jet engines

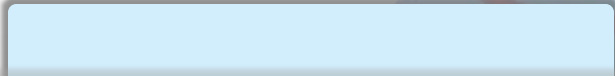
**Transport details:** Extremely large and heavy, can only be transported easily by sea or rail. Add an extra £100 per 100km to any road or air transport to account for additional costs

**Timeframe:** Must arrive at destination within 1 months (31 days)

**TOP ENGINES LTD**  
**YOUR ENGINE, OUR DRIVER**



# YOUR NOTES ...



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# YOUR LOGISTICS PLAN

## LOGISTICS PLAN FOR: TOP ENGINES LTD

	Transport Method	Cost 	Time 	Environmental Impact 
Leg 1				
Leg 2				
Leg 3				
Leg 4				
Total				

# LOGISTICS CHALLENGE – PART TWO



Working in 3 groups



Your group represents a logistics company.


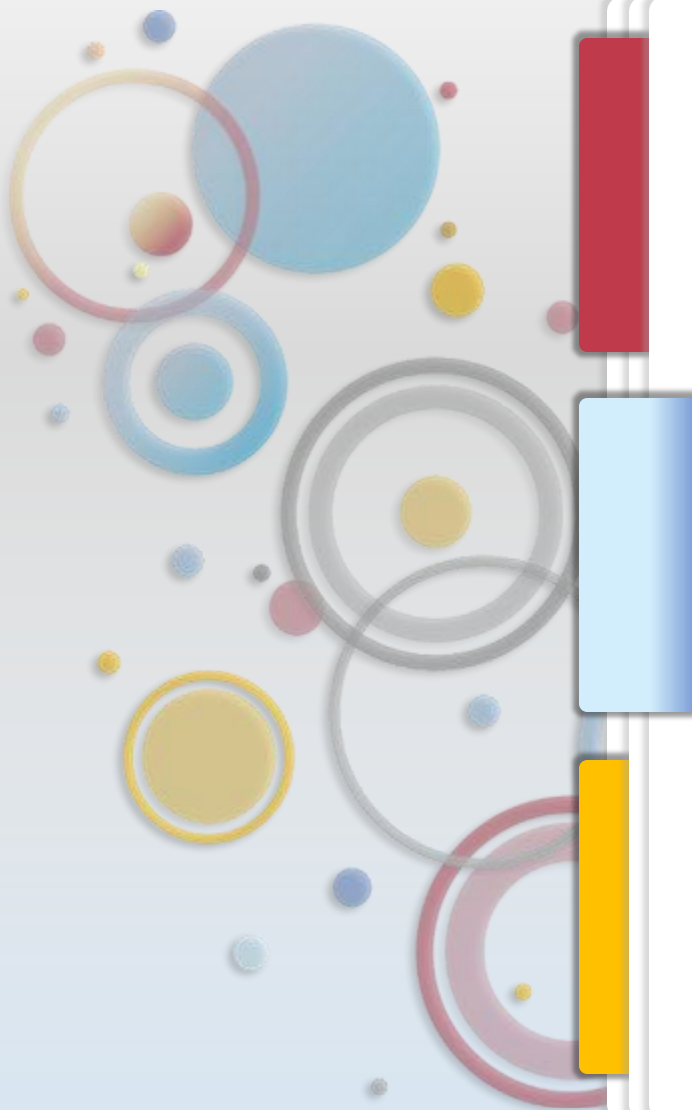
- Find a nice (or cool) name for your logistics company
- Create a sales pitch, using the guiding questions on the next page and consider: **BUDGET, TIMEFRAME, ENVIRONMENT**
- Convince the owners that your logistics company should be considered and present your logistics plan
- At least two, preferably three, people to present



25 minutes to create your pitch, 5 minutes presentation per group, 5 minutes feedback



# GUIDING QUESTIONS



Introduce your company. What is your logistics company name?

What is your company all about ... briefly?

Why are you the best in the logistics business?  
What are your unique selling points?

What does your logistics plan look like considering: budget, timeframe, environment?

Who will present your pitch (2 or 3 people)?

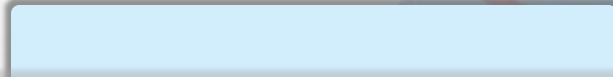


# YOUR NOTES ...

Our logistics company is called:



# YOUR NOTES ...



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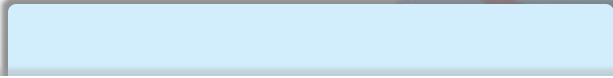


# TOP TIPS FOR A GREAT PITCH

- Know your objective: *what do you want to achieve?*
- A proper introduction with your company's summary
- What are your company's *unique selling points?*
- Build a logical story
- Watch the clock and stick to your core messages: *less is more!*



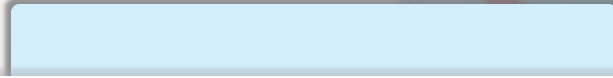
# YOUR ADDITIONAL NOTES



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# YOUR ADDITIONAL NOTES



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# MY KEY TAKEAWAYS ...

1

2

3





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**THANK YOU FOR YOUR TIME  
AND ATTENTION**

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