

# CONTAINER BOOKING & SCHEDULING

20 September 2011



Efficiencies within container booking and scheduling

## EFFECTIVE PLANNING

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- What is an effective plan?
  - Stack is known in advance & never moves
  - Exporter books container in good time in order for best plans to be put in place
    - Ship's planners, PPECB, Transporters & Cold stores
    - Between all parties nothing changes or goes wrong
  - Just imagine how the cost of the supply chain would reduce!
- FACT: THINGS CHANGE!
- Must know what is happening to ships and ports (schedule integrity, ETA amendments)
- Understand shipping schedules
- Through experience must pre-empt what could happen
- Plan, plan and re-plan again
- Everyone must be as accommodating as possible
- Efficiency remains a dream or not?

## The Ideal Plan

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Many aspects are involved in the logistics process, but simplified it can be summed up as;

### DAY 1

- Exporter receive stock status reports from all load points at the end of the days activities

### DAY 2

- 10:00 All bookings for the following day is supplied by the Exporter to the LSP
- 11:00 Booking reference numbers received from shipping lines
- 11:00 - 12:00: Liaise with load points and transport companies regarding optimal scheduling
- 12:00 Confirmed plan is sent to both load points and transporters
- 14:00 Load Point receive loading instructions from Exporter/LSP

### DAY 3

- 8:00 Transporter confirm status of empty collections and requested load schedule
- 12:00 Transporter update on status of days activities
- 16:00 Transporter update on status of days activities
- End of day: Load point confirm dispatches of the day (mates)  
Load point supply updated stock sheet to Exporter/LSP

## Exporter Demands

## EXPORTER DEMANDS

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- Exporters have to work under extreme pressure and heavy demands from both their clients & trees
- The exporter expect the same high level of service and reliability from their logistics service provider
- The logistics service provider must;
  - Understand that each exporter is very unique in their approach to business
  - Make sure the exporters' business is clearly understood and defined
  - Give proactive advice and support where possible
  - Always act in the interest of the exporter
  - Protect the quality of the fruit at all times
  - Be available at all times
- In general, the more professional the exporter the more realistic their demands
- Exporters and logistics service providers with a joint venture or team work, mentality, allows for greater efficiencies and quicker response times

Communication



## Communicating in the right way is important

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*“Say what’s on your mind, Harris—the language of dance has always eluded me.”*

# COMMUNICATION

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- Communication is the activity of conveying meaningful information
  
- Through effective communication comes great co-operation
- Successful communication between all parties, results in the most efficient and cost effective options being taken
- Unsuccessful communication = Costs
- The parties: Shipping line, container depot, the port, transporter, load point, PPECB and the exporter
- Effective communication creates the desire to want to co-operate
- Without effective communication the results can be any, or all, of the following:
  - Increased work load
  - High frustration levels
  - Parties in the chain becoming unco-operative
  - Additional costs
  - Product quality coming under threat
  - Breakdown in relationships
  - Companies running out of favours to ask

## Challenges of short notice changes

## CHALLENGES OF SHORT NOTICE CHANGES

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- Result in potential additional cost, due to either one of the following:
  - Futile trips
  - Plug in or lift cost
  - Staff cost, i.t.o additional staff
  - Overtime cost
  - Risk of errors
  
- Understandable/acceptable short notice changes versus unacceptable short notice changes
  
- Acceptable changes are:
  - Windbound situations
  - Fruit not on temperature due to unexpected power failure
  - Unexpected breakdown (usually isolated and involves small volumes)
  
- Unacceptable changes:
  - Everything else
  
- More accountability is required to alleviate unacceptable short notice changes
  - How to address this remains a challenge

In Closing

## IN CLOSING

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Being a developing country, with a lack of competition in our ports which make up an important part of our export chain, we will probably have to contend with inefficiencies for some time.

In the rest of the export chain competition is such that any party involved, who does not perform at a very high standard, will not survive going forward.

The export supply chain remains heavily reliant on team work, but each company involved must be clear in their objectives, goals and responsibilities, to allow efficiencies.

Each one in the chain is just as good as their last action.

A lot can still be done to achieve the objective of a very efficient export chain and through aspiring on a daily basis to do better today than yesterday must produce the necessary results.

THANK YOU

