

Logistics

All You need to know

As taught by Steven Keats © 2012

The logistics chain is as strong as the weakest link



Know what you are getting into



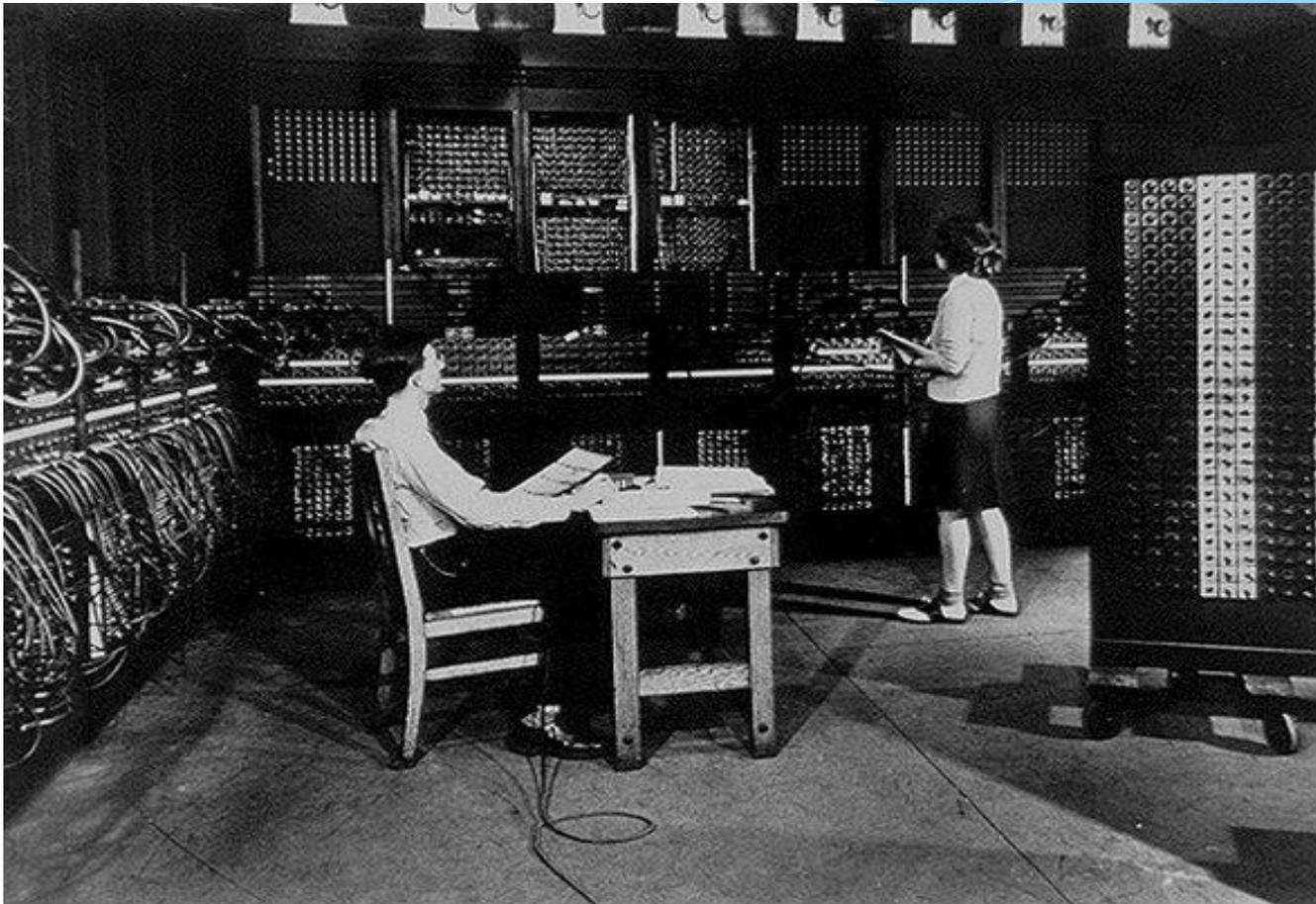
“If it’s not one thing... it’s another”

Rosanna Rosanna Dana



You can't always trust what the system says

We are currently still investigating this occurrence, as we received word yesterday that this may have been an incorrect update in our internal systems which diverted the container in error. I am still waiting on confirmation however.



Looking up a schedule?

The system says

Bad Referrer - Access Denied

The link resides at: <http://apl.com/cgi-bin/tsrvssel.pl?na-la>, which is not allowed to access this cgi script.

Sorry! REF=<http://apl.com/cgi-bin/tsrvssel.pl?na-la>

Trucks, ships and airplanes transport cargo.
But it is people that move the cargo.



Careful cargo handling is a must



How we feel about the carriers:
“It’s Ok to lie to us... Just pretend you care”



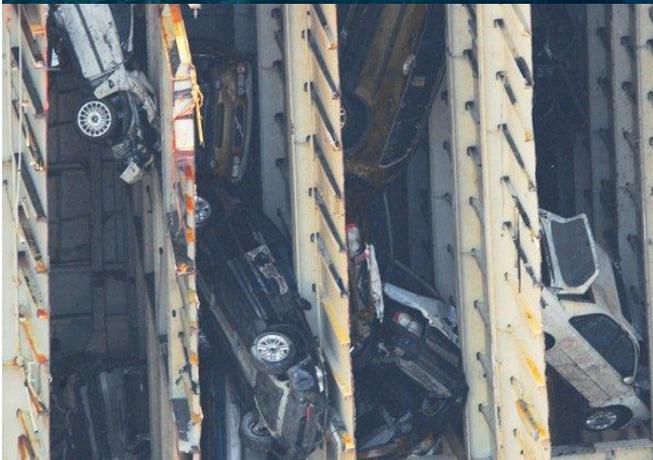
What it looks like when it's going well



What it looks like when it's not



Which is why you should always insure



The fate of your shipment hangs in the ongoing struggle between the planners and sales



We will deliver.. No matter how or where



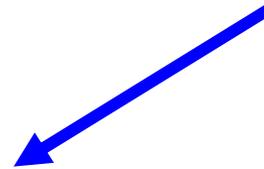
We in logistics are unsung heroes making the door delivery



Your container is in there somewhere...



Bay 12 Cell 10
Row 7 Tier 8



* Besides you... who else cares? We do.

Rising affluence in Latin America Oops..

Click on this link for a true to life logistics adventure

* <http://www.youtube.com/watch?v=4R56EeRdgFs>