


# LOGISTICS & INDUSTRIAL SUPPLY CHAIN OPTIMIZATION



CUSHMAN &  
WAKEFIELD



Rapidly changing market conditions and massive industry growth and technological change are making it increasingly challenging for businesses to operate at maximum efficiency. To reduce operating costs, increase profit, mitigate risk, and achieve high levels of customer satisfaction, businesses must have a clear line of sight into their supply chain.

Supply Chain Optimization helps you determine the unique network configuration that makes your business profitable and sustainable while getting product to your customers quickly and efficiently. 80% of the capability and value of a supply chain is determined at the design stage, making Supply Chain Optimization a critical planning process. By unlocking the answers to important questions about your supply chain, Cushman & Wakefield helps you make your real estate a competitive edge that achieves your short- and long-term business objectives.

- Do you have the right number of locations in the right places?
- Do your distribution centers or manufacturing plants have excess capacity or room for growth?
- What infrastructure is required for manufacturing and distribution?
- Do you have the right inventory in the right locations?
- When should you buy or make product for the best use of capacity?
- How should you transport product through the supply chain?
- Does product flow efficiently and cost-effectively across the network?
- At what service level can you profitably satisfy demand?

We leverage sophisticated software to evaluate and optimize millions of supply chain components, including product sourcing costs, inventory carrying costs, and facility costs, to design a supply chain with the lowest total landed logistics and inventory costs.

**Approximately 70% of industrial operating costs are attributed to supply chain and transportation.**

Determining the optimal supply chain design is a critical first step to ensuring your business infrastructure and real estate meets your needs, now and in the future. Let our team of experts integrate our industrial real estate expertise and strategic supply chain engineering knowledge to ensure your business is flexible, resilient, and poised for what's next.





## SERVICES



### **SUPPLY CHAIN NETWORK DESIGN/OPTIMIZATION**

Determine how to efficiently serve customers, consolidate assets or expand into new markets or products.



### **SUPPLY CHAIN RISK/ OPPORTUNITY ASSESSMENT**

Estimate the potential benefit and risk of a redesigned network.



### **COST TO SERVE & PROFITABILITY ANALYSIS**

Develop a detailed understanding of the cost-to-serve by customer and product.



### **SUPPLY CHAIN NETWORK CARBON FOOTPRINT**

Measure greenhouse gas emissions, energy consumption and create an environmentally responsible supply chain.



### **TRANSPORTATION MODE & FLEET PLANNING**

Optimize modal mix, fleet size, territory alignment and equipment mix.



### **INVENTORY OPTIMIZATION**

Ensure the right inventory mix is in the best locations to serve your customers.

## **BENEFITS OF SUPPLY CHAIN OPTIMIZATION:**

- Increase customer service levels
- Maximize service of profitable customers
- Achieve an average reduction of 15% in logistics costs and an average reduction of 25% in inventory holdings (working capital)
- Reduce facility and in-transit inventory (raw materials, WIP, FG)
- Reduce fixed assets (consolidate warehouses, plants, production lines)
- Reduce operating costs (freight, handling, manufacturing, procurement)
- Catalyst for communication across the organization



## About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 50,000 employees in 400 offices and 60 countries. In 2021, the firm had revenue of \$9.4 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services. To learn more, visit [www.cushmanwakefield.com](http://www.cushmanwakefield.com) or follow @CushWake on Twitter.

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## Cushman & Wakefield Capabilities

### Service Lines

Agency Leasing  
Asset Services  
Capital Markets  
Facility Services  
Global Occupier Services  
Project & Development Services  
Tenant Representation  
Valuation & Advisory

### Industries & Specialties

3PL	Hospitality
Airports & Aerospace	Land
Automotive	Legal Services
Build-to-Suit	Life Sciences
Data Centers	Logistics & Industrial
E-Commerce	Multifamily
Education	Net Lease Investment
Technology	Not-for-Profit
Energy (oil & gas)	Office
Financial Services	Ports & Intermodal
Flexible Workplace	Public Sector
Food & Beverage	Rail
Global Supply Chain	Retail
Government	Sports & Entertainment
Healthcare	