



WHAT'S YOUR LOGISTICS STRATEGY REALLY COSTING YOU?



Your logistics could be **swallowing 8–15%** of turnover, often without you realising it.



Without a **clear, data-driven strategy**, costs rise and control disappears.



A smart strategy can save millions - if it's designed, executed, **and measured right**.

WHY STRATEGY MATTERS

Businesses with a clear logistics strategy move faster, smarter, and more profitably.

STRATEGY ISN'T
A COST...
IT'S YOUR
ADVANTAGE.

THE PAYOFF:

- Lower **total logistics** cost.
- Sustainable growth.
- Greater visibility.
- Better delivery performance.

WITHOUT STRATEGY, YOU'RE REACTING. WITH IT, YOU'RE LEADING.

STRATEGY BEFORE PROCUREMENT

When companies say, "We're going on an RFP," **they're skipping the most important step**.

DON'T PROCURE
BLIND
STRATEGY FIRST
SAVINGS
LATER

BEFORE PROCUREMENT, YOU MUST BE CLEAR ON:

- Equipment type requirements.
- Own vs outsource decisions.
- ESD opportunities.
- Inbound and outbound optimisation.
- Operational hours, risk, and compliance needs.

A CLEAR STRATEGY HELPS YOU:

- Compare bids fairly and transparently.
- Identify true cost drivers.
- Align suppliers to your business goals.

PROCUREMENT SUCCESS STARTS WITH CLARITY - NOT A TENDER.

QUOTE VS PROPOSAL

Why Most Businesses Get This Wrong:

When you ask for proposals, you get creative selling. When you ask for quotes, you get clarity, accountability, and measurable comparisons.

WITHOUT A
STRATEGY,
YOU'LL NEVER
KNOW WHICH
IS WHICH



ASK YOURSELF:

Do you know **exactly** what you're asking suppliers to cost?

Can you benchmark their answers **objectively**?

Are you comparing **cost** or **complexity**?

"A WELL-DESIGNED LOGISTICS STRATEGY IS YOUR COMPETITIVE ADVANTAGE."

— Carsten Schubert, Transnova

EXECUTION IS EVERYTHING

You've built the strategy.
You've procured against it.
Now every single day needs to bring that strategy to life.

A STRATEGY
IS USELESS IF
YOU DON'T
EXECUTE

EXECUTION MEANS:

- Allocating the right trucks to the right loads.
- Matching the right transport partners to the right lanes.
- Hitting service levels consistently.
- Planning to the lowest-cost plan, every day.

At Transnova, we turn strategy into measurable results through our Control Tower, analytics tools, and managed logistics services.

THE RESULT: CONSISTENT EXECUTION, REDUCED COST, AND COMPLETE VISIBILITY.

STRATEGY. EXECUTION. TRANSFORMATION

We help businesses design and execute logistics strategies that reduce cost, improve performance, and unlock lasting value.

THAT'S THE TRANSNOVA DIFFERENCE.

LET'S BUILD YOUR LOGISTICS STRATEGY.