

# Merit Award – LF Logistics (Hong Kong) Limited 優異獎 – 利豐物流(香港)有限公司

## LF LOGISTICS

### Report Summary

Provided by LF Logistics (Hong Kong) Limited

#### Company Background

Headquartered in Hong Kong, LF Logistics is a leading logistics provider offering both in-country logistics services across Asia and freight management services globally. As a wholly-owned subsidiary of Li & Fung, the world's leading supply chain solutions partner for brands and retailers, our vision is simple but bold – we aspire to create the supply chain of the future to help our customers navigate the digital economy and to improve the lives of a billion people in the supply chain.

LF Logistics has an excellent portfolio of logistics services including tailor-made warehousing solutions, freight management, transport, omnichannel solutions, and other value-added services including co-packing, repacking, kitting, labeling, and tagging. We are the partner of choice for companies in verticals including footwear and apparel, fast-moving consumer goods, food and beverage, retail, electronics and healthcare.

Our network spans Greater China, ASEAN, Japan, Korea, the Middle East, and the Indian subcontinent, providing us with a strong “home court advantage” in this culturally diverse and economically active region.

We run a full suite of IT services that digitizes each facet of our customer's demand and supply chain and our extensive portfolio accommodates various needs in the market, allowing us to offer innovative, customized, industry-specific solutions to support the business growth of our customers.

We develop business continuity and disaster recovery plans to manage anticipated risks. Our digital operation allow us to provide efficiency and visibility across every aspect of our customers' supply chains. These unique strategies provide a competitive advantage and strengthen our company's service value proposition. These are the reasons why we've been able to excel among our competitors and be the end-to-end solutions provider to over 400 global brands and retailers.

### 報告摘要

本報告摘要由利豐物流(香港)有限公司提供

#### 公司背景

利豐物流(香港)有限公司(利豐物流)以香港為總部，是一家提供亞洲境內物流及全球貨運代理服務的頂尖物流供應商。作為全球領先品牌及零售商供應鏈解決方案合作夥伴利豐的全資子公司，我們的願景簡單而大膽，我們渴望創造未來的供應鏈，以協助品牌和零售商應對數碼經濟帶來的各種挑戰，為供應鏈領域所涵蓋的十億人創造更美好的生活。

利豐物流擁有多元化的服務包括度身訂造的庫存解決方案、貨運管理、運輸、全渠道解決方案，以及其他如代包裝、再包裝、預先備料、標籤和掛牌等。我們是多個在鞋類與服裝、消費品、食品和飲料、電子及醫療保健產品等垂直行業公司的指定供應鏈合作夥伴。

我們的網絡遍布大中華地區、東盟成員國、日本、韓國、中東地區及印度，讓我們在文化多元和經濟活躍的各個區域獲得重大的市場優勢。

我們擁有完善的IT系統，能全面數碼化客戶在供應鏈上各個方面的需要。我們廣泛的服務組合能夠為客戶提供創新、度身訂造及適合特定行業的解決方案。

我們為客戶制定業務的連續性和災難恢復計劃，亦利用一流的IT系統為客戶提高供應鏈各個方面的效率及可視性。這些獨特的策略是我們的競爭優勢，並增加我們對客戶帶來的價值，從而在眾多競爭對手中脫穎而出。我們目前是400多個全球品牌及零售商的端對端解決方案供應商。

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## Leadership

LF Logistics is led by Joseph Phi, President of LF Logistics. In today's digital world, we stay relevant by constantly adapting and selectively applying pertinent technology to improve efficiency and effectiveness. We stay up to date on emerging technologies that will make our processes simpler, easier, and quicker and bring real value to our customers. Some of the experiments we have conducted include vision picking, operating drones for cycle counting, and using smart watches to highlight process bottlenecks, among others.

Our people are at the center of what we do. We cultivate a sense of compassion and we help them realize their full potential through our People-first Strategy, called CERT which focuses on four main areas – Culture & Values, Engagement, Retention & Talent.

Sustainability is integral to our business. LF Logistics works closely with our customers, suppliers and industry partners, to responsibly manage our environmental footprint, the impact of our business to society, and our governance.

## Strategy

At LF Logistics, our RISEUP strategy supports Li & Fung's Three-Year plan (2017 – 2019) that focuses on speed, innovation and digitalization of the supply chain and putting purpose at the core of what we do:

R – Relaunch transport

I – Integrate global freight management with in country logistics

S – Strengthen account management

E – Embrace digital technology

U – Unleash the potential of omni-channel retail services

P – People first

## 領導才能

利豐物流由總裁彭焜燿管理。為了在現今數碼世界中保持領導地位，我們不斷調整業務去適應周邊環境，並選擇性地運用相關科技來提高效率，擴大成效。利豐物流不斷學習及了解有關新興科技的應用，務求使業務流程更簡單、方便和快捷。我們進行的試驗涉獵各種嶄新技術，包括視覺揀貨、使用無人機進行循環盤點，以及利用智能手錶找出流程瓶頸位等。

我們的員工是業務的中心。因此，我們視關懷為企業文化的一部分，同時透過CERT策略(策略以文化及價值觀、敬業、挽留員工和人才為重心)，協助他們發揮潛力。

可持續發展是我們業務的重要一環。利豐物流與客戶、供應商和行業夥伴緊密合作，以負責任的方式管理業務對環境及社會造成的影響及治理成效。

## 策略

在利豐物流，RISEUP策略對我們實現利豐以供應鏈的速度、創新及數碼化為焦點的三年業務計劃(2017-2019)，扮演着重要角色：

R – 運輸重新啟動

I – 全球貨運管理及境內物流整合

S – 加強客戶管理

E – 擁抱數碼科技

U – 發揮全渠道零售服務的潛能

P – 以人為本

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### Customers

LF Logistics is constantly on the lookout for ways to improve current processes and requirement to better serve our customers. We also offer:

- Real time visibility and transparency through LF customer portal
- Electronic proof of delivery
- Global visibility and transportation tracking
- Field operations control center
- Pre- and post- customer service

### Measurements, Analysis, and Knowledge Management

The “My Li & Fung” employee engagement survey is an online survey for employees to provide their feedback on the company and to share ideas about our business.

The “Voice of Customer” is a survey that focuses on measuring customer perception of how well LF Logistics delivers services. The survey is conducted regularly by LF Logistics Account Management teams.

### Workforce

LF Logistics’ culture is driven by its INSPIRE values (Innovation, Nimbleness, Simplicity, Productivity, Initiative, Reliability, Engagement), which aim to cherish employees and the value they add to the business, while simultaneously encouraging them to work more effectively.

We’ve developed several tools to cultivate our unique culture, including Culture Journey, Lean Game app and People Manager Program.

### 客戶

為了不斷提升服務質素，利豐物流定期尋找能令當前流程做得更完善的方法，以滿足客戶在不同階段的需求，我們亦提供以下服務：

- 透過LF的客戶平台，為客戶帶來高度的實時可視性及透明度
- 電子交貨證明
- 全球高可視性及運輸追蹤
- 現場操作控制中心
- 售前及售後服務

### 評估，分析和知識管理

我們透過「My Li & Fung」員工網上調查讓每一個員工就公司的業務表現提供意見並分享有關業務的建議。

「Voice of Customer」調查由利豐物流客戶管理團隊定期進行，主要是用來評估客戶對利豐物流服務的看法。

### 工作團隊

利豐物流的企業文化由價值觀INSPIRE(創新、靈活、簡潔、高效、主動、可靠和積極)所推動，旨在重視每一位員工和他們為業務帶來的價值，同時提升他們的工作效率。

我們亦開發了多個應用程式包括Culture Journey、Lean Game和People Manager Program等來推崇獨特的企業文化。

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### Operations

LF Logistics follows an asset-light model. We work closely with warehouse developers, truckers, labor agencies and other vendors when developing a solution for our customers. We follow the TEAMWORK principle (Trust, Engagement, Accountability, both sides driving positive Momentum, Win-win situations, Operation-centric, taking Risks, and KPIs) when we work with our vendor partners, with a goal to form long-term partnerships.

We recognize that a safe working environment is of critical importance and the LF Logistics Total Quality Management System has established standards that all countries shall implement as a minimum.

Our digital operation provides us the advantage to constantly learn from hindsight information and make mid-course adjustments. We are able to generate business insights to aid in decision making and we can now purposefully anticipate and prepare for future business needs with better foresight.

### Results

At LF Logistics, we see ourselves as an extension of our customers and we would go extra mile to help them achieve their business goals. We spend time and dedicate resources to learning about their business needs and operational goals and then translate these needs and goals into Service Level Agreements (SLAs) and Key Performance Indicators (KPIs).

To ensure strong and regular communication with our customers, we meet with them regularly to discuss performance, share new initiatives, and resolve any issues. Our commitment and dedication to our customers have allowed us to achieve a strong track record of service excellence.

### 營運

利豐物流以輕資產的方式營運，並與倉庫開發商、貨車司機、勞工協會和其他供應商緊密合作，為客戶開發合適的解決方案。我們遵循TEAMWORK的原則(信任、參與、問責、雙方共同推動發展、雙贏局面、以營運為本、承擔風險及關鍵成效指標)與供應商建立長期的合作夥伴關係。

我們知道安全的工作環境對每一個業務都攸關重要，利豐物流訂了一系列在所有業務所在國家都必須達到的全面品質管理系統最低標準。

我們的數碼化流程讓我們能搜集大量數據並對過去事件的資料數據加以分析，從而在過程中作合適的調整。透過數據，我們能洞悉行業趨勢並預測未來業務需求，對決策甚有幫助。

### 業績

在利豐物流，我們視自己為客戶的延伸並願意走多一步與他們一起達成他們的業務目標。我們會花時間並投放資源來了解他們的業務需求和營運目標，然後把這些需求和目標轉化為服務水平協議及關鍵成效指標。

為了跟客戶保持緊密溝通，我們積極與客戶進行定期會議來討論方案成效，並提出新意見來解決他們正面對的難題。我們在服務方面的卓越成績反映我們對客戶的承諾及用心。