

# ‘People make the difference’

The role that efficient supply chain management plays in helping to grow the economy – and by inference the role played by those who choose it as a career – is significant..

“While supply chain management can be defined as the processes employed to facilitate the movement of goods from point of production to point of consumption, this rather dry description does not do justice to the impact of the discipline in the world within which we live,” says Jonathan Sims of Core Freight Systems, which specialises in the provision of systems for use in forwarding and customs clearing operations.

“International trends such as globalisation, outsourcing, systems integration and information technology advancement, combined with local factors such as regulatory compliance, infrastructure and domestic resource availability, all add to the challenge to optimise the chain.”

But ultimately people move freight, says Sims, and therefore the ultimate effectiveness of the supply chain is a function of the input of the people involved in the process – whether at the



Jonathan Sims ... ‘SA should lead the way in supply chain optimisation in Africa.’

operational, tactical or strategic level, incorporating not only their intellect but their enthusiasm, accountability and indeed endurance.

“Whether you want to develop your career in a small business environment or a multinational corporate there are opportunities within the supply chain industry,” says Sims. “Irrespective of the prevailing economic circumstances there will always be a need to design, implement and execute strategies that will contribute to the more efficient distribution of goods to consumers.

“This is particularly pertinent within the South African environment where, as the major economy on the continent, we should be leading the way in supply chain optimisation and consolidating our role as the gateway to Africa.”