

## CAREER IN FREIGHT/TRAINING

# 'It's about making a difference in the lives of consumers worldwide'

A career in freight implies much more than simply some involvement in the physical movement of goods between one place and the next, according to Jonathan Sims of Core Freight Systems.

It should be seen more broadly within the context of the discipline of logistics and supply chain management (SCM), he told FTW.

"This is not an insignificant subject," he added, "given many of the issues presented in the modern world. These include the challenges, or opportunities, of the likes of globalisation; the impact of technology; specialisation and collaboration; complexity; changes in production locations and techniques;

the green movement; cost containment; rapid change; and consumer demand. These along with the plethora of other factors that need to be brought to account contribute to an effective supply chain."

Although SCM was first coined as a phrase in the early 1980s, and is thus a relatively new term, the concept of logistics has had a lengthy history – not least in the military environment, where campaigns have been won or lost on the basis of the ability to supply the needs of an army at war, according to Sims.

"More modern examples often quoted," he added, "include reference to Dell, in the computer hardware field; and Amazon, in the distribution of books

and other consumer items. In these examples the movement of goods from manufacturer to end-user is integral to the successful business models of the companies. The combination of good theory, good practice and innovation in SCM has made these organisations world leaders in their two diverse fields of operation."

Sims pointed to the SA environment being no different, and noted that the efficiency and ingenuity implemented in SCM would contribute to the success of national development – whether internally or in SA's capacity as a recognised 'gateway' to sub-Saharan Africa.

"Many local retail groups

are already applying effort in this area, leveraging their knowledge and existing systems to grow their businesses," he said.

Sims stressed that consumption was integral to the future of the world as we know it – and that, in turn, the supply chain is integral to serving it.

"It can thus be concluded that the effective management of the supply chain is relevant in SA, the African continent, and the world beyond," he said. "This offers a relevant and exciting career – whether as an employee in a forwarding and clearing agency; in the shipping department of an importer or exporter; or in a shipping line or airline.

"This is what a career in freight potentially



Jonathan Sims ... 'efficiency and ingenuity will contribute to success.' Photo: Shannon Van Zyl

offers to individuals with enthusiasm, determination and the ability to combine good theory and good practice to make a positive difference in the lives of consumers the world over."