



Tameem Logistics

Case Study

Tameem saved a UAE food distributor millions of Dirhams

Industry	Frozen food distribution
Market	UAE across all seven emirates and Oman
Company	Top five frozen food distributor

PROBLEMS:

1. Company's distribution costs were too high.
2. Company could not provide reliable, timely, professional delivery of its products to its 100+ retail client locations across the UAE and Oman.
3. Company could not maintain proper cost-effective maintenance on its trucks.
4. Company could not continually customize its deliveries to the specific needs of its growing number of client locations.

SOLUTION

Company contracted Tameem to manage all distribution including providing a fleet of 60+ 4.2 ton and 10 ton refer trucks and drivers, dispatcher, and operations manager to schedule and coordinate all in-bound and out-bound distribution to and from central warehouse, maintain daily delivery schedule to 100+ retail locations including supermarkets, hotels, restaurants, etc., and provide daily reporting of all cargo movements and deliveries per truck and location.

RESULT

1. Company saved millions of dirhams.
2. Company on-time deliveries improved dramatically.
3. Company customer satisfaction increased substantially.
4. Staff productivity improved significantly.
5. Company was able to expand its services to attract more customers.

THE STORY



Food distribution is a challenging business.

Import rules and regulations, food and storage municipality requirements, increasing transportation costs, fleet maintenance costs, and the many headaches of managing a fleet of trucks, drivers, and managing logistics to assure deliveries are made on-time to each customer's needs and expectations all add-up to a complex business.

Tameem, in the distribution management business for nearly two decades, owns a fleet of 150+ refer and dry truck. It also maintains a partnership network of transportation service providers that together own 5,000+ trucks, 3,300+ in Saudi Arabia alone. We also own our own HACCP certified cold store warehouse in Sharjah, have a second cold store in Ajman, and maintain a partnership network of haccp certified cold store warehouses across the UAE, Oman, and Saudi Arabia exceeding 550,000 CBM.

After securing the contract, we integrated our fleet eliminating the substantial on-going cost of fleet maintenance, repair, fuel, insurance, and overhead saving the company millions of AED. Next, we integrated our fleet dispatcher, client relationship manager, and an operations person dedicated to the account and tasked with overseeing hourly deliveries to the 100+ locations across all municipalities of the UAE and Oman thereby eliminating all hourly and daily headaches the client had to organize and communicate with the trucking fleet and clients regarding each delivery.

The customer was able to re-allocate its quality assurance team and logistics team to other important aspects of the company's operations thereby focusing on increasing quality of the company's operations.

Today, Tameem's client has invested the millions AED saved in its distribution management operations in other markets and the company has expanded securing new customers, market share, and stabilizing the company. Tameem has grown as well expanding its distribution management services. To learn more about Tameem and its distribution management services or its other cold chain and logistics services, contact us at sales@tameemlogistics.com.