

## Relevance of logistics for company performance

Executive Summary

### Contact partners

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## Senior management recognise the potential of logistics – and see their own deficits.

### Objective

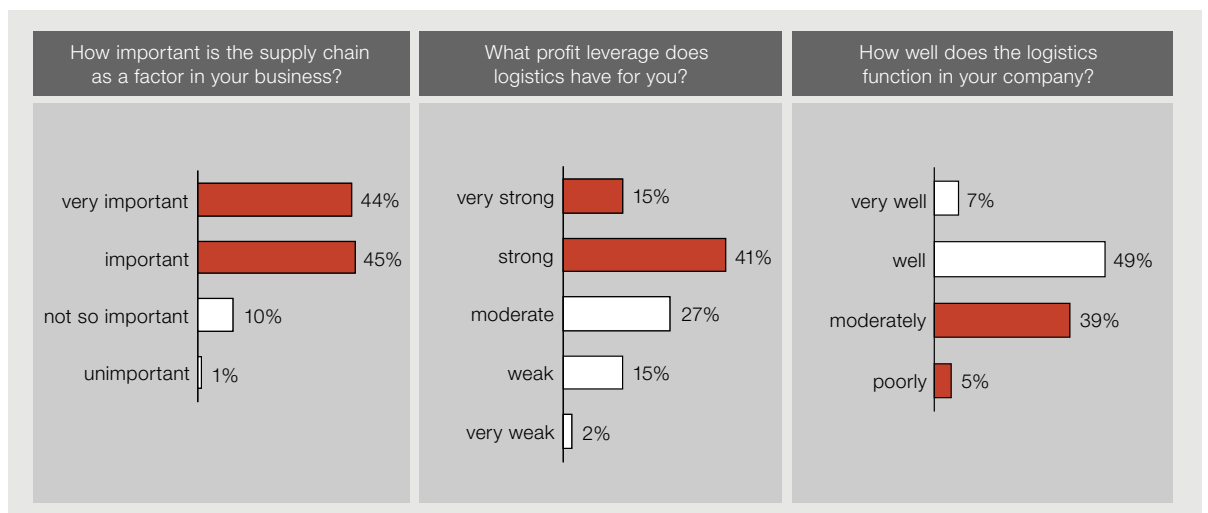
- Determining situation about the contribution of logistics to company performance and the importance attached to it by senior decision makers

### Methodology/Design

- Survey of senior decision makers from European companies in the sectors automotive and supplier industry, machine and plant construction, consumer products industry
- Participants: 40 decision makers, average company turnover € 1.25 billion
- Comparison of the quantified responses with ZLU experience from more than 1500 projects in various sectors

### Results

- Optimisation of the logistics could increase EBIT even for leading companies by up to two percentage points
- Senior management recognise the potential of logistics – and see their own deficits
- Senior management of successful companies rely on logistics for company profits, yields, and dividends



Importance of logistics