

**AN INTRODUCTION FOR SHIPMASTERS ON MOTIVATING  
YOUNG MEN AND WOMEN IN PURSUING A CAREER IN  
LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**Paper presented by**

***Capt. Raffat Zaheer***

**BSC (Tech) Hons.**

**Master Mariner, FCILT, FNI, IFSMA, MMSP**

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# **Why pursue a career in Logistics and Supply Chain Management?**

- **Shipsmasters need to broaden their scope of potential career paths and look beyond the maritime world for careers.**
- **Logistics and Supply Chain Industry is natural fit for Shipsmasters. Their skills are easily transferable and will be valuable in this sector.**

# **Importance of Logistics and Supply Chain Management**

- **Logistics and Supply Chain Management has become prominent and acknowledged as critical factor in establishing competitive advantage in several developed countries.**
- **Expansion of international trade and globalization strategy of many companies has increased importance of Logistics and Supply Chain Management.**
- **Aggregate cost of Logistics and Supply Chain can account for upto 30% of total landed cost of goods.**
- **Giving careful attention to Logistics and Supply Chain Management results in reduction in costs and thus better performance for companies.**
- **Logistics and Supply Chain Management Industry directly or indirectly contributes estimated 25% to most countries GDP and employs several million people.**

# **What is Logistics and Supply Chain Management?**

- **“Time related positioning of resources within the Supply Chain” (Institute of Logistics).**
- **“Management of Supply Chain from source of procurement to final user”.**
- **Getting the right goods, to right place, at right time, at right cost, in right condition, and with due care and attention to environment.**

# **What does Logistics and Supply Chain Management involve?**

- **Effective day to day management of:-**
  - **Transport**
  - **Storage and warehousing**
  - **Inventory/stock control**
  - **Purchasing**
  - **Packaging**
  - **Manufacturing management**
- **Logistics and Supply Chain Management integrates with and is essential to many areas of business operations such as retailing, production management, quality control, importing and exporting, project management, forecasting etc.**

# Challenges for Logistics and Supply Chain Management

**The top five challenges are:-**

- **Lack of skilled and trained manpower**
- **Customer expectations**
- **Pressure of cost control**
- **Planning and Risk management**
- **Communication with suppliers/ partners**

# Attracting Talent

- **Demand for qualified personnel in Logistics and Supply Chain Management far exceeds supply.**
- **Need to break perception that the sector is only “trucks and sheds”. The sector provides variety of career pathways with progression opportunities through to senior management.**
- **Workforce and working patterns keep changing and thus need to target demographics which are entering workforce in large numbers, such as women and youth.**
- **Today only approx 20% of Logistics and Supply Chain Management professionals are women.**

**Traditional “barriers” to women in this sector are being removed even in developing countries.**





# Diversity

- **Need to improve diversity of workforce within Logistics and Supply Chain Management Industry.**
- **Organizations with diverse range of employees brings:-**
  - (1) Better understanding of customer needs**
  - (2) Improved interaction with broad client base**
  - (3) Better decision making**
  - (4) Improved problem solving**
  - (5) Greater creativity and innovation**
  - (6) Opens up lots of possibilities**

## **Diversity – Women and Youth**

- **Women bring different life experiences and values to the workplace. They provide different perspectives when dealing with workplace scenarios.**
- **Young graduates are more receptive to regular changes in technology in the industry and more eager to adopt new techniques. They have a shorter learning path and can be trained in cost effective manner.**

# CONCLUSIONS

- **By focusing on attracting and retaining talent in women and youth demographics, the industry can address current shortage in skilled professionals.**
- **Industry must develop well thought out programs for induction, training and development of this talent.**
- **Industry must also have policies in place to make work environment conducive to retaining this talent in the industry.**