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## Ways 3PL Companies Can Seize the Opportunity of Supply Chain Diversification

Supply chains have always been vulnerable to events and circumstances, which occur often and unexpectedly. Recent events, starting with the COVID-19 pandemic and followed by geopolitical tensions and environmental disasters, have forced manufacturers and distributors to diversify their supply chains in order to lower risk. Here are five opportunities for 3PL companies to help companies mitigate risks and remain resilient during times of crisis.



### Diversifying Suppliers

Companies relying on a single supplier or region are at risk during disruptions like wars, natural disasters, or trade restrictions



**SOLUTION:** Manufacturers and distributors are sourcing from a broader range of suppliers to reduce risk of supply shortages, delays, and price volatility



**OPPORTUNITY:** Demand for 3PL services will increase as these companies struggle to manage their logistics



### Nearshoring & Regionalization

Long global supply chains can be costly and subject to disruption



**SOLUTION:** Companies are moving production and sourcing closer to the end market



**OPPORTUNITY:** 3PLs are helping businesses establish regional networks that reduce shipping times, transportation costs, and risks associated with cross-border logistics



### Diversifying 3PL Services

Manufacturers and distributors are looking for reliable 3PL companies that provide multiple services, such as forwarding, warehousing, customs documentation, and last mile services.



**SOLUTION:** Diversify 3PL service offerings



**OPPORTUNITY:** Additional revenues and customer retention



### Investing in Technology for Visibility

Lack of visibility can lead to 3PL companies being blind-sided by service disruptions



**SOLUTION:** Real-time tracking, artificial intelligence, and predictive analytics, 3PL companies can identify trends and forecast potential disruptions



**OPPORTUNITY:** Technology-driven solutions empower logistics providers to identify potential disruptions and take preventative actions before they impact operations



### Sustainability & Environmental Considerations

Environmental regulations and consumer preferences are pushing manufacturers to adopt environmentally friendly operations



**SOLUTION:** Sourcing from environmentally responsible logistics providers and choosing eco-friendly transportation modes help these companies reduce their carbon footprint and attract eco-conscious clients



**OPPORTUNITY:** 3PL providers can help ensure the entire supply chain is environmentally friendly.

Learn how a 3PL solution from ArcherPoint can help you lower risk and optimize operations.

Contact us for a free assessment