

# LOGISTICS

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Infographic showing the step-by-step process of analyzing the Logistics industry

### 01 DEMAND FOR SERVICE

- Service Mix
- Seasonal effect on demand
- Sensitivity to macroeconomic factors

### 06 ESG

- Emissions per unit of ton-mile
- Carbon footprint offset
- Working conditions
- Marine pollution
- Use of biodegradable / recycled packaging material

### 02 REVENUE MODEL

- Freight pricing model
- Comparison by market and to peers
- Seasonal variation of rates
- Pricing model for bulk and repeat customers
- Sensitivity of demand vs per unit changes in freight rates

### 05 LOGTECH

- E-commerce penetration in key markets
- Scalability of e-commerce infrastructure
- Strategy to compete with asset-light competitors
- Opportunities and threats from e-tailers

### 03 PERFORMANCE

- Freight volume growth
- Capacity utilization rates
- FX sensitivity and hedging
- Costs as a percentage of revenue
- Fuel costs as percentage of total costs

### 04 STRUCTURAL INFLUENCES

- Economic growth in key markets
- Demographic trends in key markets
- Consumption vs. Investment contribution in key markets
- Impact and adoption of technology