



# ColliCare

Any subtitle

Submission task within SUBJECT

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## 1 The role of the third party logistician according to the theory

The role of a third-party logistician, as discussed in our lectures and gathered from various sources, involves providing comprehensive logistics services to client companies. This encompasses functions like transportation, warehousing, distribution, and value-added services. The key objective is to enable client companies to focus on their core competencies by outsourcing logistical functions to experts, thereby optimizing supply chains, reducing costs, and enhancing overall efficiency.

## 2 Collected data

The data collection process for our research involved obtaining contact information from the lecturer, who served as a valuable link to the logistics company, ColliCare. To initiate the interview, we sent a set of well-formulated questions to the company representative via email, ensuring a structured and focused discussion. The questions were designed to align with theoretical concepts discussed in lectures, providing a theoretical framework for the interview. Accessing ColliCare was facilitated smoothly through the lecturer, eliminating any challenges in reaching out to the company. The email communication method proved effective as the company representative promptly responded with detailed answers, contributing valuable insights to our research on the role of third-party logisticians in the supply chain.

### 2.1 Company description third party logistics

ColliCare is a Norwegian logistics company founded in 2007, with a mission to "work smarter" and core values of humor, reliability, respect, and smartness. It has a global presence with offices in Sweden, Norway, Denmark, Italy, Turkey, China, Poland, Finland, India, the Baltics, and the UK. The company has grown steadily over the years, and as of now, it operates with 4 offices in Sweden, with Gothenburg being the largest. In addition to its European presence, ColliCare has established offices worldwide, indicating a substantial international footprint. The company has recently started operating a third company train between Italy and Sweden, showcasing its commitment to diverse and innovative transportation solutions. They offer a wide array of logistics services, including road, air, sea, and rail freight, distribution, and warehouse services. ColliCare emphasizes a combination of extensive services, global presence, and a personalized approach to distinguish itself in the 3PL industry.

### 2.2 Company description customer company

While information about the specific customer company was not provided in the interview, ColliCare's customer base includes industries such as food, interior, waste, and building materials. The diverse range of industries served implies that ColliCare caters to clients with varying logistical needs and requirements.

#### 2.2.1 Description of the supply chain

Details about the customer company's position in the supply chain were not explicitly outlined in the interview. However, the information gathered suggests that ColliCare's

customers play roles both as buyers and sellers of transport services, highlighting a collaborative relationship within the industry.

### 2.3 The role of the third-party logistician based on the interviews

ColliCare offers a wide range of logistics services, including road, air, sea, and rail freight, distribution, and warehouse services. ColliCare emphasizes its commitment to offering a broad spectrum of services with a unique approach. Challenges, such as delays in rail transportation, are addressed transparently. Technology integration includes real-time visibility through data analytics, with a focus on collaboration and adaptability. Examples provided include successful rail transportation solutions and a proactive approach to challenges, such as weather-related delays.

## 3 Discussion

The interviews with ColliCare underscore the alignment between theoretical concepts and real-world practices. ColliCare's commitment to personalized service, transparency, and proactive problem-solving resonates with the theoretical understanding of 3PLs. However, it is noteworthy that ColliCare places a significant emphasis on their environmental impact, investing in rail freight and gas trucks to reduce emissions.

### 3.1 Agreement with Theory:

The responses from ColliCare align with the theoretical concepts discussed during lectures. The emphasis on collaboration, transparency, and flexibility in supply chain management, as highlighted in the theory, is mirrored in ColliCare's approach to their logistics services.

### 3.2 Differences between Providers and Customers

While the interview with ColliCare provides insights into the third-party logistics provider's perspective, it is crucial to note that the customer's viewpoint is not directly represented in the provided data. In-depth interviews with both parties could reveal potential divergences in their perceptions of the third-party logistics role.

### 3.3 Own View of the Role

From the data presented, the role of a third-party logistics provider is multifaceted. It involves offering a diverse range of services, maintaining strong client relationships, leveraging technology for efficiency, and addressing challenges with adaptability. The importance of collaboration, as discussed in the theory, is evident in ColliCare's approach to working closely with clients.

## 4 The role of third-party logistics in the future (for VG)

Considering current industry trends and ColliCare's initiatives, the role of third-party logistics appears to be evolving towards greater environmental sustainability. The increased focus on emission reports, investments in eco-friendly transportation modes, and the optimization of road freight indicate a potential shift towards greener logistics practices. In the next 5-10 years, the industry might witness a further integration of sustainable technologies, potentially reducing the environmental footprint of logistics operations.