

Case Study:

A shipping company wishes to start a weekly service from East Coast South America to North Europe, to Cover the increasing demand. It has 4 options:

1. Create a direct service
2. Create service from East Coast South America to Algeciras, and tranship the cargo onto your existing services from Algeciras to North Europe.
3. Enter into Vessel Sharing Agreement (VSA)
4. Buy space (Slot Charter) from another line

Identity pros and cons for each of the 4 options. Which one would you prefer?