Container shipping (Malcom McLean 1914-2001)

- 3PL: Third Party Logistics
  - Transportation Based
    - More than transportation
    - can do billing
  - Warehouse/Distribution Based
    - can be asset based
    - or only forwarder
  - Financial Based
    - Freight payment
    - auditing
  - Information Based
    - Internet
    - B2B
  - 4PL
    - Virtual organization
    - no assets
  - Why?
    - Save time
    - Help expand
    - Narrow focus
    - Reach more customers more effectively
  - Outsourcing
    - Tactical
      - Transactional
      - Long term contracts
    - Strategic
      - partners
      - SCM: supply chain management
- Value added logistics
  - Sorting
  - Labeling
  - Palletizing
  - Wrapping
  - Weighting
  - Tally -recording, counting
  - Inspection
  - Repacking
- before
  - loading and unloading at each step
  - inefficient
- Idea
  - gambled
  - loan
    - bought ships
    - docking, shipbuilding
  - Cost of shipping dropped by a factor of 100
- Container
  - standardized
  - TEU: twenty-foot equivalent unit
  - Sealed cargo
    - reduced pilfering
- New Idea
  - econoships
    - carry cargo at the equator
    - failure
  - But foresaw big ships
- Supply chain security
  - RFID
  - e-seals
  - Screening
  - GPS