Warehouse Work & Its Impact in Inland Southern California

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Warehousing Operation Challenges 2014

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Pacific Mountain Logistics
A Customer Centric 3PL
With customers ranging from the Fortune 100 to small and medium sized companies, as well as, start-ups.

Third Party Distribution
Freight Brokerage
Consulting Services
A very different warehouse
1994  2014

- Service  Three weeks  Three Hours
- Average Pack Size  Gross  Six
- Size of Orders  Pallets  Eaches
- Information  48 hrs.  30 minutes
- Technology  Pick Tickets  Voice Pick
Impact of E-Commerce
Warehouse Design
- Fewer loading doors
- Higher clear height
- More employee parking
- GPS, RFID, high speed sortation, sensors, Robotics

Workforce Evolution
- Movement of retail worker to logistics worker beginning
- Highly trained “Supply Chain Technicians” in demand
- NSF National Center for Supply Chain Technology Education addressing issue
Growth of the e-commerce market

- US Department of Commerce: 2011 e-commerce sales grew 16.1% to $194.3B in 2011
- Forrester Research: e-commerce now makes up 6% of retail sales growing 10% annually to $279B by 2015

Multi-Channel Fulfillment – Supply Chain Strategy Evolution

- Smaller more frequent orders, less truckload volume
- Retail direct to residential doorstep skipping bricks & mortar
- “Click & Collect” orders sent to retailers for customer pick up
Challenges to Modern Warehouse Operations
Challenges

- Labor
  - Trained to handle technology
  - Willing to multi-task
  - Clerical personnel (PC/Communications Skills)

- Huge investments sophisticated equipment technologies

- Public perception and impact on Talent Attraction

- Regulatory environment
Competition from Panama Canal?

Cost vs. Time vs. Control vs. Reliability
All Water vs. Land Bridge
Why is this important?

Jobs!
How much $$$ can I make with a Career in Logistics?

- Logistics Workers can average $46,665
- High School Graduate can earn $100k within 10 yrs. with the right circumstances.