

SUSMILE Synthesis note

Capsule 2.2.4 - Case Studies n°1 & 2

Case Study n°1 – Analysis of a CEP delivery model

You will find in this Capsule, related to Case Study n°1, three links of different analytic sources that address the last mile delivery problematics and make some recommendations. Those conclusions and orientations are directed to either a company that is looking for the right delivery model with an owned fleet, either for a transport & logistics company that must satisfy that part of the service for their clients.

We found these different situations interesting to use as a prime case study, based on all the previous materials provided because:

- They all refer to the same major constraints
- They provide different angles of analysis

Therefore, what is expected from learners in this first part of Capsule 2.2.4 is to read and analyse the propositions in order to be capable formulating a synthetic analysis of the propositions and answer the various questions attached, in the second part of this document.

Case Study n°2 – Concrete review of a distribution model

The document attached for this second case study is interesting for the detailed research done by two teachers in Germany who made a proposition for a multi-functional parcel shop. They based their proposition on the analysis of trends in Europe and affecting more specifically the last mile delivery, in order to formulate an integrated and mutualised logistic system that would answer a retailer small shop problem in a city.

Though the model is likely to be a prototype, not yet functional in most countries, it is interesting to see how such innovations are likely to answer a certain number of challenges for urban logistics and try optimise operating costs.

What is expected from learners with this second part of Capsule 2.2.4 is to read and criticise the proposition in regard of different factors that will be formulated in the questions attached. Does it answer fully any distribution model? What key elements can you adapt to another product type? Etc.



Capsule questions

Case Study n°1

EQF level 4

1. What are the four pillars of the “Cost to Serve” methodology?
2. Why does route optimisation helps reducing last mile operating costs?
3. Why are drivers the most important part of the last mile delivery process?

EQF level 5

1. What are the three aspects to focus on in order to optimise CEP last mile operations according to this source?
2. Why does route optimisation helps reducing last mile operating costs?
3. What is needed upstream of any investment in new technology to really improve last mile delivery operations?

EQF level 6

1. Why are essential KPIs important to determine with partners?

NB: no specific EQF level 6 question on source n°3.

2. What is the main line of thinking behind the majority of the suggested areas of optimisation for last mile delivery operations?

Case Study n°2

EQF level 4

1. What is the key concept suggested by the study to support last mile delivery operations?
2. Which of the concepts mentioned in capsule 2.2.3 does this type of proposal make you think of?

EQF level 5

1. Who is the ultimate actor in charge of delivering the parcels to final customers in this model?
2. What operations have been optimised thanks to such proposition?



EQF level 6

1. What is the particularity of ISO 26000 label compared to other ISO certifications?
2. What are the advantages of a “Parcel shop” compared to home delivery services for a final customer?

