

G7 NEWS

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2020/4

WHY NOW IS THE TIME
TO STRESS-TEST YOUR
INDUSTRIAL SUPPLY CHAIN

WEB DESIGN
DOS & DON'TS
FOR A SUCCESSFUL
BUSINESS WEBSITE

MEMBERS
NEWS

RICHARD'S MESSAGE

Richard Overton

Director of G7 Logistics Network



Dear G7N Colleagues,

Welcome to the final issue of our Q4 2020 newsletter and I would like to take this opportunity to wish all of you around the world a very Happy and Merry Xmas and final closure to a very strange year experienced by everyone around the World!

Thank you to everyone for all your efforts and support to one another throughout the year. The success of G7N is built on the efforts of both our members and our teams and in this past year, we have all faced some sort of struggles. We are already nearing the end of a very bizarre, strange and unprecedented year. A year that has not been easy. Like many of you, no doubt, we quickly had to find ways of adapting to the new normal and I look forward to much better year ahead with more hope and positivity for the world as we enter the New Year and as we all hope for a better future and one filled with promise and positivity.

This edition highlights the strong inter network collaborations conducted between members of the group and shows the resilience and continuation of business through some of the most difficult times experienced in our life time.

Throughout 2020 and despite the challenges faced, we have continued to strive to develop and build a professional and loyal membership. We maintained our focus on professionalism and did our best to measure the development of business volumes within the group as well as finding new ways to boost 'member to member' inquiries and grow 'member to member'

business wherever possible. As we head into 2021 we will look at new ways to develop the networks' capability. I would like you all to know that everything we do at G7N is done with care and with sincerity for all members and for the well-being of the group. Sometimes we make the wrong decisions and make mistakes... and as we enter the New Year, I will be utilizing this time to look back and reflect upon myself and the network and look at ways to improve where I feel I we may have failed or could have done better. Continual improvement are two words I will focus on as we enter the New Year.

I am well aware of how disappointed everyone has been in regard to the postponement of our 2020 conference. The event originally due to take place in February was postponed three times and this was a decision I made in the interest and safety of all of the members, their staff and families. This decision to postpone has seen a significant financial impact on our company and this we hope will turnaround in 2022. It has also been very hard for all of the members to accept especially when this is one of the key elements of the network and getting to spend time together in a great environment which now seems like family. However, we must remain hopeful for the opportunity to meet each other again in 2021 and I am now in discussions with the hotels on setting those new dates as we enter an uncertain first quarter of 2021 especially with travel restrictions still in place. I would like to thank all of you that have maintained your faith

in us and a big thank you to all delegates and sponsors that have maintained their hope, trust and patience for the next conference. This is very much appreciated.

Your support through the years and especially during this challenging time in all our lives is greatly appreciated. We are all going through a difficult chapter in our business and personal lives right now, and I would like to thank you for your understanding and support during these trying times.

But before we see each other again in the New Year, we would like to wish you and your friends and family the very best of health in the coming holiday season. We also hope that 2021 brings you happier prospects and sees a return to some sort of normality. Whatever the case, we hope it allows you to thrive. We must remain positive for a better year ahead and stay strong, safe and healthy.

We would like to thank you most sincerely for your continued faith in us, and look forward to working with you in 2021. Look after yourselves and your loved ones.

Merry Xmas and wishing you all a happier New Year ahead!

Regards,

Richard

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Members News

Cargo Moverz in India shares their Warehousing Facility!

Our Indian active Member: Cargo Moverz, shares with us their Mundra CFS and warehousing facility which is spread across 24 acres of land. In this video you can see that their fleet size is more than 200 trailers and more than 65 pieces of equipment for handling.

From customs clearance to Ex works and DDU shipments accepted worldwide, CIS DESTINATION door to door and more, Cargo Moverz is ready to support you anytime.

<https://youtu.be/gJeorn0cvfs>

Contact the team via their members profile!

g7networks.com/memberprofile?id=11159



	Cargo Moverz India Email: raj@cargomoverz.com Website: www.cargomoverz.com
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Meet the UK Freight Forwarder of the Year

Lila International Logistics, Ltd. was recently awarded with the title of 'UK Freight Forwarder of the Year 2020' by the SME Business Elite Awards!

SME stands for – Small Medium Enterprise. Small and medium enterprises (SMEs) are businesses whose personnel numbers are 250 employees or less, with the abbreviation “SME” being used in the European Union. SMEs are also said to be responsible for driving innovation and competition in many economic sectors.

Cheers to Lila Team, more success to come for you!

Contact Lila's team:

<https://g7networks.com/memberprofile?id=11174>

	LILA International Logistics Ltd United Kingdom Email: ian@lilalogistics.co.uk Website: www.lilalogistics.co.uk
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Future Logistics celebrates 4 years in Business

G7N congratulates Future Logistics team on this special day, well done and many wishes to many more great years ahead!

Future Logistics considers every client as an integral part of the business and its success. Regardless of the scope of projects, their clients will be afforded equal facility and precedence.

- Customs clearing
- Forwarding
- Customs brokering
- Cargo consolidation
- Sea freight services
- Air freight services
- Resource sourcing from international suppliers
- Client servicing
- Shop & Ship services



- Pick & Pack services
- Door to door delivery

Contact Future Logistics via G7N member profile:

<https://g7networks.com/memberprofile?id=11032>

	Future Logistics Pvt Ltd Sri Lanka Email: info@futurelogistics.lk Website: www.futurelogistics.lk
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Transorient with efforts to fight COVID-19!

We are delighted to announce that our Turkish member - Transorient International Forwarding, has been chosen as the logistics partner from clearance to country-wide distribution of vaccines during Phase

3 process. The Phase 3 clinical trials of COVID-19 vaccine has recently started in Turkey.

Transorient - has a leading role in life-science logistics in Turkey over 15 years and now proud to play a critical role in one of the most important humanity project of all times!

The team is grateful to all concerning parties for their efforts dedicated to this project; they are looking forward to having good results, no doubt it will create good impact within the community!

	Transorient International Forwarding Inc. Turkey Email: aozsan@transorient.com.tr Website: www.transorient.com.tr
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With 30 Years Of Experience, Gevatrans Providing the Best Services

In the G7 Network, we are proud to announce that our Greek member, GEVATRANS P.C is turning 30 this year!

The tireless efforts of each and every member of the team has helped them to become what they are today. The company has been a major player in the field of Perishable logistics (pharmaceuticals, foodstuff etc.) offering high quality transportation, pioneered once again in offering a new unique "tool" in temperature control biz.

They are the only agent in Greece offering the PBX, Polystyrene pallet BOX at the moment, which ensures goods maintaining 2-8 C refer temperatures throughout the journey till they arrive at destination!



Shipping 2-8 C foodstuff or pharmaceuticals during summer at 29C under shade at 10:00 am, from Athens Greece to even hotter Middle East (and worldwide) destinations on a three-day journey via ME hub? PBX with its cooling material will get the job done!

Contact Angeliki and the team for support:
<https://g7networks.com/memberprofile?id=11168>

	Gevatrans P.C
	Greece
	Email: info@gevatrans.gr
	Website: www.gevatrans.gr

Nothing is "Too Dangerous" For Future Logistics

Sri Lankan member Future Logistics has exported a 1x20' Dangerous Goods Container which contains 98 different brands of perfume and 3x40HC of alcohol beverages in bottles. This shipment was exported from Sri Lanka.

The goods were in shattered condition as they were kept on a bond for more than 5 years. The team re-packed all goods as per standard DG regulations and palletized. All this process was handled successfully and shipped to destination without any issue.



Cheers to Future Logistics Team for accomplishing good results even the challenges!

	Future Logistics Pvt Ltd
	Sri Lanka
	Email: info@futurelogistics.lk
	Website: www.futurelogistics.lk

Windfreight Collaborates with the Philippine Air Force!

Windfreight Express Total Logistics Inc. (WETLI), in coordination with the Philippine Air Force, led the customs clearance and airfreight shipments of Six Tucano Close Aircrafts on October 13, 2020 as part of the AFP Modernization project.

Four of the Super Tucano close-support attack aircraft arrived at the Clark Air Base in Angeles city, Pampanga last Sept. 19 while the remaining two arrived on Oct. 1, 2020

This is also in connection to the blessing and turnover ceremony of the six aircrafts led by the Defense Secretary. Delfin Lorenzana and Philippine Air Force (PAF) commander Lt. Gen. Allen Paredes.



Windfreight's goals are to SERVE, CARE, SOLVE

More info:
<https://g7networks.com/memberprofile?id=11117>

	Windfreight Express Total Logistics, Inc.
	Philippines
	Email: gm@windfreightexpress.com
	Web: www.windfreightexpress.net

From China to New York; CSC Transport Limited supports you!

Our member in China, CSC Transport Limited has the fixed space available now from China to JFK for direct service by air for a year. The team wants to share with you competitive rates and arrange to pick up your cargo from all of China.

Schedule: **Thursday/Sunday**
 Transit time: **10hours**

Route: **Truck from all of China to CSX, then flight from CSX to JFK**

Don't hesitate to contact the team, they're 24/7 available for you!



Any inquiries please contact them via:
<https://g7networks.com/memberprofile?id=11164>

	CSC Transport Limited
	Ningbo, China
	Email: scarlett@csc-log.com
	Website: www.csc-log.com

Top Shipments Handled by Omida in Poland

Aside from comprehensive solutions in sea, air, rail and road freight forwarding, our Polish member Omida regularly handles project cargo and break bulk.

In 2018 the team handled reloading of chartered vessel M/V GOLDENEYE, coming from Mexico, with 50 000 tonnes of steel slabs in Port of Gdynia. It was the biggest single shipment of such cargo ever, coming through a Polish port!

They have their own truck fleet which covers transports not only within Poland, but also throughout entire Europe.

Omida also runs 2 warehouses in Poland – in Gdynia and Gdansk aside from several sub-contracted warehouses in Warsaw/Lodz area where the handle re-distribution of FCL and LCL rail cargo.

Don't hesitate to get in touch with them, they will provide you with great support and quality services:

<https://g7networks.com/memberprofile?id=11417>



Omida Sea & Air S.A.
Poland
Email: g7n@omida.pl
Website: www.seaandair.pl



DEAR NETWORK PARTNERS

We wanted to say 'Hi' from Omida Sea & Air, your active co-member from Poland within WCA Projects network. We are very glad to work with you guys and have a possibility to handle your heavy loads.

Aside from comprehensive solutions in sea, air, rail and road freight forwarding, we regularly handle project cargo and break bulk. Our main scope of the overseas business is:

- AGRICULTURAL AND CONSTRUCTION MACHINERY
- YACHTS AND BOATS
- INDUSTRIAL EQUIPMENT
- BREWERY AND WINERY TANKS
- TRANSFORMERS
- OIL AND GAS
- WINDMILL PARTS
- & MUCH MORE OF INDIVIDUALLY TAILORED SOLUTIONS



OWN FLEET
OF CURTAIN TRUCKS OPERATING IN EUROPE

Please also note that despite the corona-virus disease (COVID-19) pandemic causing havoc throughout Europe, our company is fully operational, with warehouse, customs, port and cargo transport services working as intended.


Thank you for your time and we are looking forward for fruitful and profitable business between our companies. If you have an inquiry please contact us via:

Short movie recap from this project can be found [HERE](#), on YouTube.

LOCATIONS & FACILITIES

We also run our 2 warehouses in Poland – in Gdynia and Gdansk, aside from several sub-contracted warehouses in Warsaw/Lodz area where we handle re-distribution of FCL and LCL rail cargo.

Overall, we have several offices in Poland as mentioned below - Gdynia, Warsaw, Slubice, Gliwice and Krakow as well as outside of Poland - we have branches in Hamburg, Prague and Budapest (for road transport purposes mainly). Omida Group also covers Scandinavia region if needed.



OUR OWN TRUCKS

We also have our own truck fleet which covers transports not only within Poland but also throughout entire Europe.

BREAK BULK HANDLING

In 2018 we have also handled reloading of chartered vessel M/V GOLDENEYE, coming from Mexico, with 50 000 tonnes of steel slabs in Port of Gdynia. It was the biggest single shipment of such cargo ever, coming through a Polish port.



50 000 TONNES OF STEEL SLABS RELOADED BY US

SOME OF OUR PROJECTS



TRENCHER
SAUDI ARABIA - UK / 50 TONNES



CEMENT MACHINERY
POLAND - TURKEY / 50 TONNES



BOILER
POLAND - UKRAINE / 67 TONNES

Big Cargo Successfully Shipped by Transloga



Great job, Transloga team! Stay in touch


with them whenever needing support in the Baltic States! Transloga has a skilled and professional staff and strong valuable partners offering all types of logistic services.

Contact them via G7N profile:

g7networks.com/memberprofile?id=11408

Lithuanian member, Transloga, completed a shipment from Lithuania to Ningbo port in China.

The cargo consisted on a Hitachi excavator. It was dismantled and loaded at 1x40FR (flat rack) + 2x40HC. The main challenges for this project were that the cargo's total weight was of 66 tons, which was successfully loaded with 3 containers! The transit time was approximately 40 days.



Transloga
Lithuania
Email: Sales2@transloga.lt
Website: www.transloga.lt

Marinair Cargo Services brings first Electric Bus in Greece

Greek member Marinair Cargo Services have successfully brought the first electric bus from a trial series to be added to the Greeks Transit System! The Ministry of Infrastructure and Transport has informed that the government plans to acquire 1300 buses, including around 400 electric buses. They will first evaluate several models to see how they perform in the center of Athens and other areas.


MARINAR coordinated the import of the bus from Antwerp, Belgium to Piraeus, Greece. It is an E12 Electric bus of 12.17 mt long, 3.3 height, weighing 13400Kg, and has 35 seats. The team handled the reception and import clearance of the bus from port and its delivery to the final destination.



MARINAR is an experienced freight forwarder handling special vehicles and oversized shipments.

Visit www.marinair.gr for more information and contact them via their members profile:

g7networks.com/memberprofile?id=11361




Marinair Cargo Services Ltd
Greece
Email: p.poutos@marinair.gr
Website: www.marinair.gr

Exports from Vietnam To The World by MTK Logistics



MTK LOGISTICS
GROWING FORWARD TOGETHER

WHO WE ARE

INTERNATIONAL FREIGHT

EXPRESS COURIER

CONTRACT LOGISTICS

FULFILLMENT

HOCHIMINH - HAIPHONG - HANOI - DANANG - VUNGTAU | SALES@MTKLOGISTICS.COM.VN | WWW.MTKLOGISTICS.COM.VN

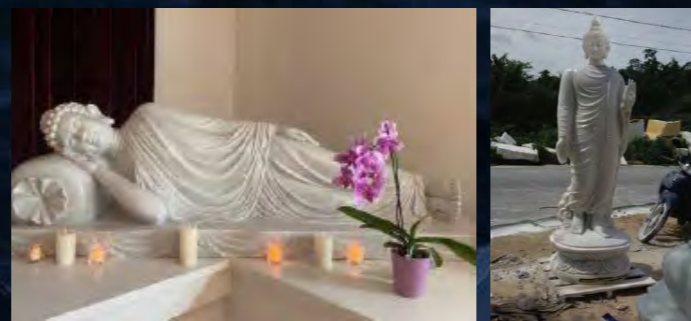
Visit their G7N Members Profile:
g7networks.com/memberprofile?id=11180




MTK Logistics
Vietnam
Email: sales@mtklogistics.com.vn
www.mtklogistics.com.vn

G7 Members Supporting from Vietnam to Sri Lanka

Future Logistics Pvt Ltd in Sri Lanka received a shipment of Buddha statues from Vietnamese member Overseas Keys Limited. The cargo was successfully cleared & delivered to the Temple in Sri Lanka. With the right efforts and mutual support, both members' teams were able to have a good experience and result from this collaboration!





Future Logistics Pvt Ltd
Sri Lanka
Email: info@futurelogistics.lk
Website: www.futurelogistics.lk

GET NOTICED

Want to make it into the next

G7 NEWS

contact the team and submit your content!

members@g7networks.com

New Members Q4 2020



Grupo Operador Multimodal SA de CV
Veracruz , Mexico

www.gomsa.com



Omida Sea & Air S.A.
Gdynia, Poland

www.seaandair.pl



3K Logistics Services
Mersin, Turkey

www.3klojistik.com



LS Express Limited
Manchester, United Kingdom

www.lsexpress.co.uk



CTS (GB) Ltd
Reading, United Kingdom

www.cts-logistics.co.uk

G7 CARGO COVER

Cover it by
G7 Cargo Cover



Reduce your financial
RISK EXPOSURE

Let us tell more...



G7 Cargo Cover
Insurance Platform

Delivers a concept - not a product



Get a Quote



Insure a Shipment



Cargo Claims



Performance Measurement



Sales Materials



Terms & Conditions



GLOBAL Capabilities



BOOST your Margins
by **Protecting your risks** at the same time generating added Gross Profit under the freight file



INTERGRATED Solutions
Elevate your Integrated Solutions by offering G7 Cargo Cover as **One-Stop-Shop**

DIFFERENTIATE
your business to
local competition by offering



FREIGHT

+



INSURANCE



LOCAL Expertise



RISK Reduction
Reducing your recoveries with G7 Cargo Cover



GLOBAL e-Insurance Solutions
G7 Cargo Cover helps your businesses to **PROACTIVELY** offer cargo insurance as part of your logistics offerings.

NACORA

International Insurance Brokers

www.nacora.com



How to be Financially Protected by G7 Network?



We provide Financial Protection for every G7 member
In order to be financially protected, you have to upload the invoice in G7 member FPS system.

Follow these 3 easy steps:

1. Login to your dashboard on G7 Network website
2. From the member menu click the Financial Protection System
3. Click "Enter Invoice" button and fill out the form

After submitting - your shipment will be financially protected!



Free Service



Instant Transactions



Eliminate Bank Fees

How having a G7 Pay account helps you...

Benefits



No Setup Fees & No Usage Costs



Boost Profit Margins



Eliminate Bank Fees



Eliminate Fraudulent Payment Requests

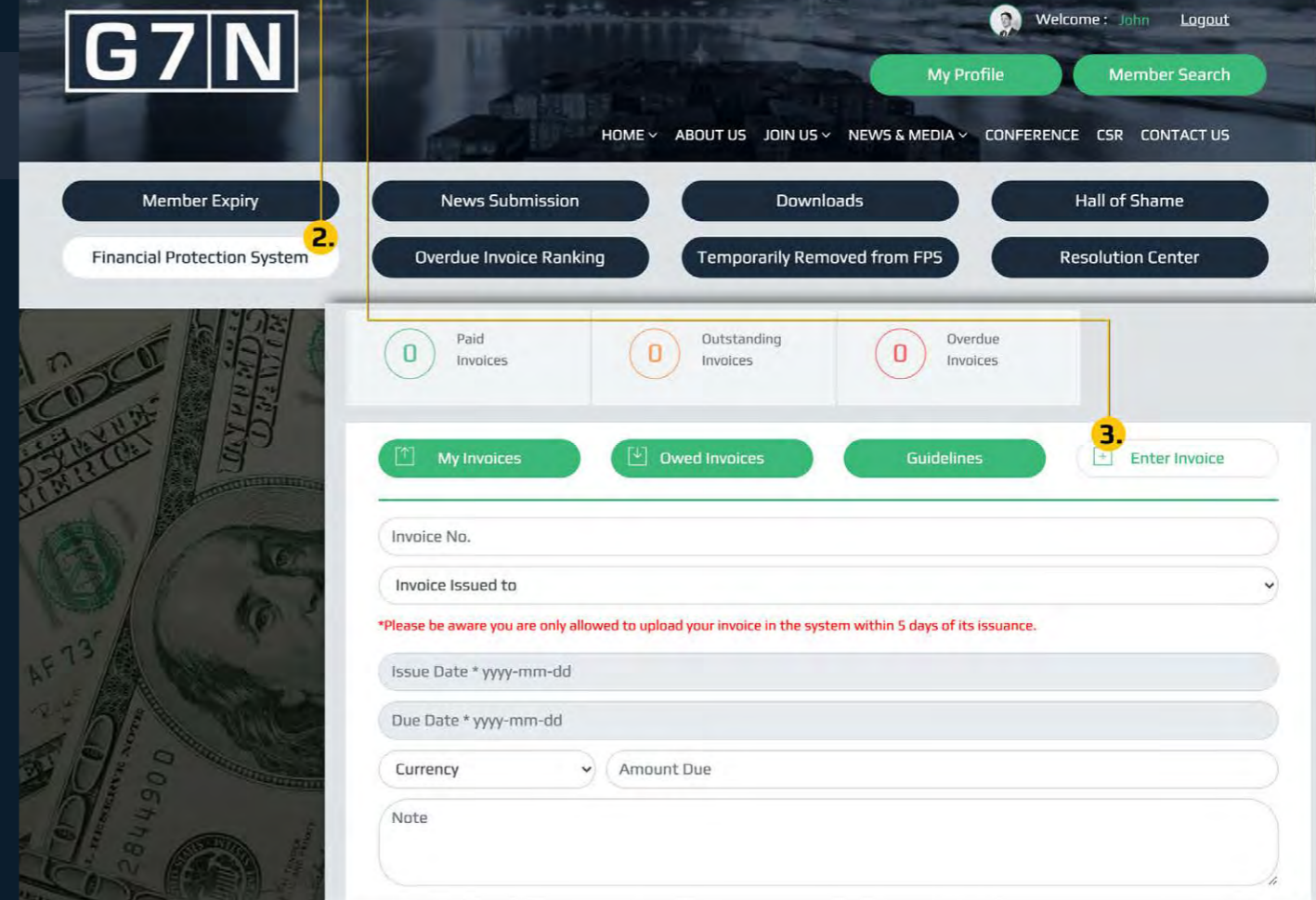


Preferred Payment Method



Instant Payment Transactions

www.g7payonline.com





Why now is the time to stress-test your industrial supply chain

An effective way to increase supply-chain resilience is to understand the impact a crisis could have, well before it happens.

This article was a collaborative effort among Brian Anstey, Cengiz Bayazit, Yogesh Malik, Asutosh Padhi, Nick Santhanam, and Stijn Tollens.

Over the past two decades, global supply chains have become the norm. However, procurement and supply-chain professionals have faced a series of

ever-more-frequent global and regional challenges in recent years, from natural disasters to escalating trade tensions between major economic blocs (Exhibit 1). As a result, there has been a shift of focus to the challenge of mitigating risk and assessing the resilience of supply chains.

Recent history suggests that the severity and frequency of supply-chain disruptions are increasing.



The COVID-19 pandemic has raised the topic of supply-chain resilience and rebalancing to boardroom level. Even brief, 30-day disruptions caused by supply-chain vulnerabilities can result in 3 to 5 percent EBITDA margin gaps. As companies look for ways to reduce their exposure to supply-chain risks, we estimate that up to \$1 trillion in trade flows in the industrial sector could be rebalanced, and a few countries have the potential to become major destinations of relocated production. Furthermore, advances in technology -

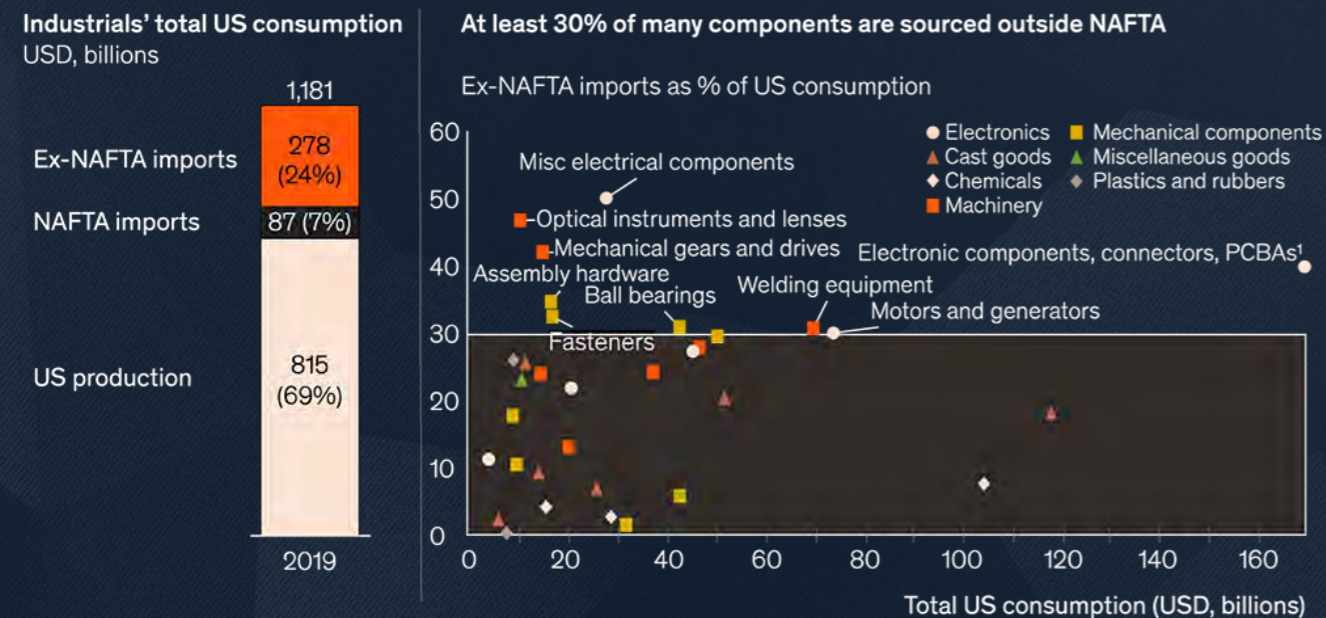
and the large-scale adoption of automation and digitization—have reduced the focus on labor cost, further increasing the need for companies to test their supply chains holistically for cost, speed, and risk.

In recent McKinsey surveys conducted before and after the COVID-19 pandemic, the percentage of executives saying they expected to increase their company's resilience by rebalancing their supply chains had increased from 70 percent to 93 percent.

The supply-chain resilience stress test

Maintaining the delicate balance between supply chains' cost and risk requires companies to be vigilant. They must understand the risks facing their supply chains, as well as the mitigation strategies available to minimize those risks. Many categories are highly susceptible for supply-chain disruption. As an example for industrial manufacturers, Exhibit 2 shows those categories for which US consumption is most dependent on imports.

Analysis of US import data highlights 10 categories that are highly susceptible to supply-chain disruption.



¹Printed circuit-board assemblies
Source: USITC trade data FY2019 Imports & Exports, 2017 Census bureau data on US production

Companies can often choose from a range of risk-mitigation options. For example, certain industrial companies have found that shifting component-production locations can result in a 20 percent decrease in cost, as well as reductions in logistics and trade risks. Alternatively, the same parts can be manufactured domestically with only a 5 percent cost increase by leveraging Industry 4.0. And because supply-chain risks are always changing, this stress test cannot be a one-off exercise. We suggest most organizations conduct a supply-chain resilience stress test on a recurring basis.

A comprehensive supply-chain stress test (Exhibit 3) assesses resilience holistically across five factors: industry attractiveness, corporate resilience, supply-chain exposure, operations exposure and customer exposure. This will allow comparison to competitors, as well as across business units. ▶

A stress test quantifies supply-chain resilience.



Industry attractiveness

How well does your industry create economic profit and perform on cash conversion comparing to other sectors?

Customer

What part of your customer base could be at high risk when major disruption occurs?

- How concentrated is your revenue across top customers?
- How financially resilient are your customers?
- How concentrated are your sales by region?

Operations

What parts of the internal operations could be severely disrupted in the face of major disruptions?

- How localized is your production ?
- How labor-intensive are your production sites?

Corporate resilience

How well does the company perform on EBITDA margin and cash-conversion cycle compared to peers?

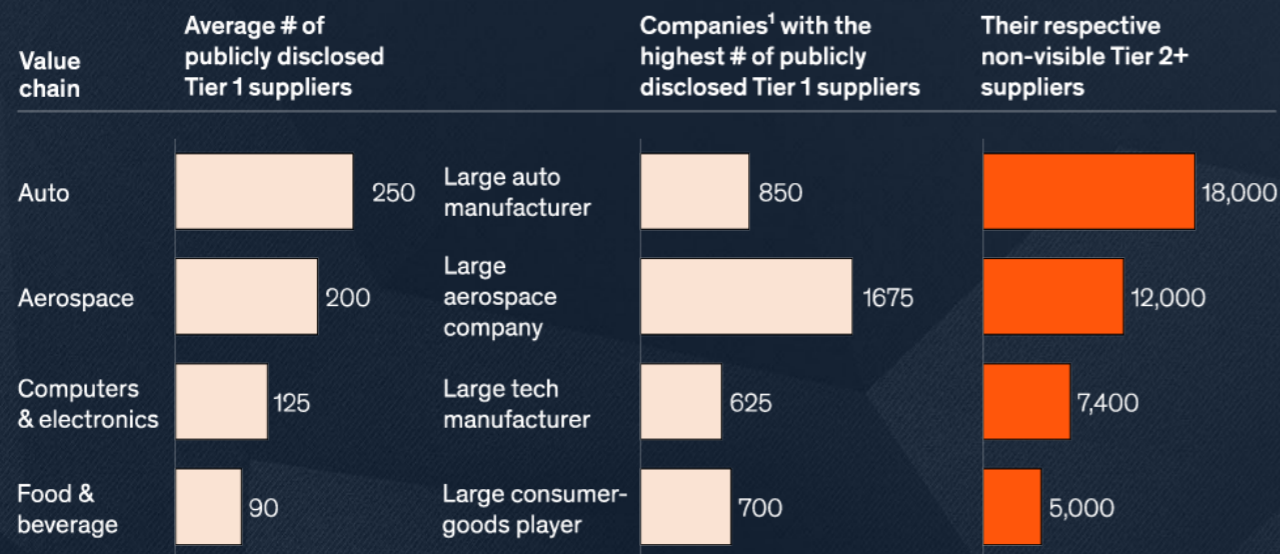
Global supply chain

What parts of the supply chain could be at high risk when major disruption occurs?

- Where does specialization in the supply chain create vulnerability?
- To what extent is the supply chain highly exposed in certain regions?
- Where is there risk among Tier 2 (and beyond) suppliers that may not be immediately visible?
- How deep and interconnected are the suppliers?
- How reliable is the supply chain and how well-positioned is the company to endure the next disruption?

Additionally, the test should assess the full supplier network, including suppliers in Tier 2 and beyond. Exhibit 4 highlights the sheer complexity and size of global supply chains for four industries.

Industrial value chains are global and complex.



¹ Analysis based on 668 out of 1,371 MSCI companies, excluded 57 companies that did not have public information available on Tier 1 suppliers and 645 companies that provide services.

Exhibit 5 shows how an industrial company assessed its degree of single sourcing by supplier and by region. It highlights that 60 percent of the company's spend is sourced from a single supplier in one region (bottom-left box), with another 20 percent sourced from multiple suppliers either in the same region or from the same supplier with presence in multiple regions (adjacent boxes).

Assessment of single sourcing by supplier and region highlights components at high risk of disruption.

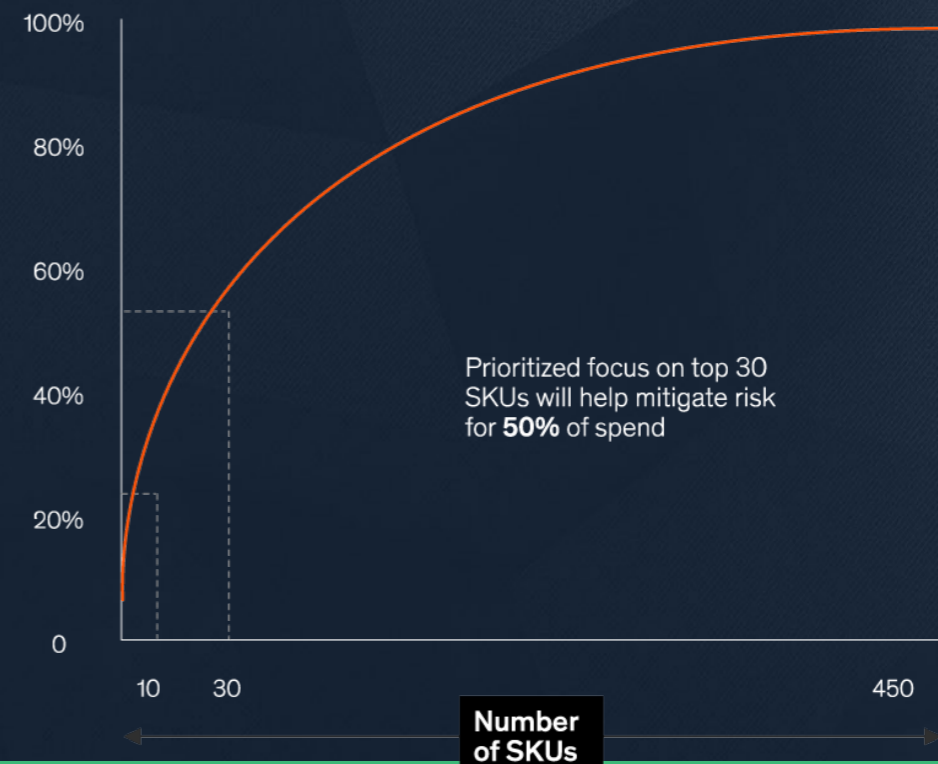
Example shows high dependence on single-source, single-region components

Sourcing spend, based on number of sourcing regions and suppliers



Highest risk: Spend of all components which are sourced from 1 region and 1 supplier

% cumulative spend of SKUs for '1 supplier-1 region' sourcing
% total spend



Critical weakness can often lie several tiers deep, among the companies that supply an organization’s suppliers. In recent years, shortages of paint additives, plastics, and specialty chemicals have led to shortages of components across multiple industries. In some cases, the OEM at the end of the supply chain was unaware that the material was even required for their products.

To minimize this risk, companies can focus on critical suppliers, using supply-chain mapping tools to identify lower-tier suppliers from publicly available information, asking them to share

information on their own critical suppliers, or encouraging suppliers to conduct their own resilience stress tests.

Where the stress test reveals potential vulnerabilities in the supply chain, companies can identify appropriate mitigation steps. This calls for a combination of short- and medium- or long-term actions that are tailored to the specific issues that have been identified. Response levers can be structured across five themes: securing supply, agile manufacturing, diversifying manufacturing locations, optimizing design, and optimizing financials (Exhibit 6).

consider changes to product designs to optimize complexity or reduce dependence on specialized components with limited availability.

At one global electronics manufacturer, repeated disruptions inspired a detailed risk assessment of more than 3,000 plants across its supplier network. That exercise revealed that around a quarter of the company’s spend was at high risk, concentrated in three critical component categories. In response, the company implemented a multistep plan addressing 100 suppliers, with the aim of reducing its high-risk spend by 40 percent.

The plan included the introduction of an enterprise-wide risk management and governance structure, with new dashboards designed to make supply-chain risks easy to monitor and track. The company also introduced multisourcing policies for high-risk components, and developed new product-design and sourcing policies that incorporated risk and resilience considerations into component and supplier selection decisions.

Another company, this time in the chemicals sector, has used its digital infrastructure to manage supply and production risks during the COVID-19 pandemic. The organization was already several years into a large-scale digital transformation, but use of its suite of digital tools and dashboards has increased by 30 percent since the start of the crisis. They provided staff with real-time visibility into material shortages and the availability of personal protective equipment, as well as the ability to respond to changing demand forecasts. The company’s digital order-tracking system also allowed it to spot problems and rapidly identify the root causes of nondelivery. Those tools allowed the organization to increase its output, despite limited labor availability during the pandemic.

Successfully conducting a supply-chain resilience stress test

In order to run a successful supply-chain resilience stress test and agree on a path forward, four conditions need to be in place.

Cross-functional collaboration to support the holistic assessment across factors

Ability to challenge the business units on maintaining status quo and set high aspirations

Project-based, agile execution of the stress test in six- to eight-week time frame

Assessment of skills and capabilities, including acceleration of digital and automation capabilities

Use cases will arise in every step of the value chain—for example, digital procurement approaches in purchasing, demand sensing and forecasting in the planning phase, connected shop-floor and performance management during manufacturing, or order-to-cash processes in the downstream supply chain.

The time to reimagine supply chains and invest in enhanced capabilities is now, with opportunities for companies to capture first-mover advantages. In a complex, fast-changing, and unpredictable environment, this is no simple task—and, based on the value at stake, the C-level will need to be in the driver’s seat. But a resilience stress test provides an important first step in assessing risk and helping develop a blueprint.

Source: www.mckinsey.com

Five themes aid in tailoring risk-mitigation responses.



Secure supply

Minimize exposure to individual suppliers through a range of measures, from sourcing locally to diversification of supplier base and strategic vertical integration



Agile and digital manufacturing

Embed flexibility in manufacturing operations and worker capabilities with digital tools



Diversify manufacturing locations

Ensure continuity for local customer base by reducing exposure to overseas production



Optimize complexity and modular design

Reduce dependence on critical components by replacing with standard designs, and build modularity into product design



Optimize financials

Take concrete steps to ensure corporate resilience and enhance the financial resilience of key partners

Short-term no-regret actions might include increasing safety stocks of vulnerable parts, changes to contract terms to ensure the financial security of key partners, or investing in new skills and capabilities, such as the adoption of digital tools to improve supply-chain visibility and provide

early warning of potential problems. Medium- and long-term actions might include diversification of the supply base; location diversification and vertical integration to reduce reliance on single suppliers; or automation and digitization in manufacturing to increase production agility. Companies can also

Web Design Dos & Don'ts for a Successful Small Business Website in 2021

Do

Keep your interface consistent.

One of the top principles of good UX is to keep the interface consistent throughout the entire product.



Consistency of navigation, colour schemes, typefaces, and style of writing can have a positive impact.



Do

Make it easy to scan your pages.



When users visit your site they are more likely to quickly scan the page rather than read everything on it.

Avoid walls of text. Chunk your information into groups to make it easier to digest visually. Breaking walls of text by headers or bullet points.



Consider natural scanning patterns. People in the Western world usually read left to right and from top to bottom.

Do

Take content seriously.

Copy is just as important as the design of your website. More than 95 percent of information on the web is in the form of written language.



Even if your site is beautifully designed, it's no more than an empty frame without good content; a good website has both great design and great content.

Do

Label buttons according to what they do.



The label on any actionable interface element should always tie back to what it will do for the user.

Users will feel more comfortable if they understand what action a button triggers.



Vague labels such as "Submit" or abstract labels like in the example below don't provide enough information about the action.

Do

Make things look like they work.

With buttons and other interactive elements, think about how the design communicates affordance.



Remember the old adage "form follows function": the way an object looks tells users how to use it.

Visual elements that look like links or buttons, but aren't clickable - such as underlined words that aren't links, or elements that have a rectangular background but aren't buttons - can easily confuse users.



Don't

Don't make users wait for content to load.

Loading time is extremely important for user experience. As technology progresses, we get more impatient, and today, 47 percent of users expect a web page to load in two seconds or less.



If a web page takes more time to load, visitors might become frustrated and leave the site.

That's why speed should be a priority when building a web application.



Do

Design easy-to-use navigation.



Navigation is the cornerstone of usability. It's the main interaction technique on the Internet.

Having good navigation on your site is crucial for ensuring that visitors can find what they're looking for.



Do

Change the colour of visited links.

Links play a vital role in the navigation process. When visited links don't change colour, users could unintentionally revisit the same pages repeatedly.



Knowing your past and present locations makes it easier to decide where to go next.

Do

Check your website for errors.



A great piece of work can be easily tarnished by a small error.

So watch out for dead links, check your website for typos, and make sure all media content is loading correctly.



Do

Minimise the number of choices.

The number of choices people have affects their decisions; the more choices they have, the less action they take.



When you present your user with too many options, you make them think too much.

To increase chances for interaction, it's better to minimize the number of choices.



Do

Make your website responsive.



A big part of UX design is ensuring that no matter how the visitor sees your site, all vital information will be displayed correctly on different screen sizes.

Size interactive elements according to the screen.



Since mobile users scroll and tap with their fingers, you may need to increase the size of interactive elements, such as buttons.

Do

Test your design.

You may have a design that you think is fantastic, but without feedback from real users, you'll never know how effective it is. You need to see how users react to it.



Even if you can get one or two real unbiased users to interact with your website and share their thoughts with you, it will provide you with many helpful insights that you wouldn't otherwise have.

Don't

Don't open internal link in new tabs.



Users expect different behaviour from internal and external links. All internal links should open in the same tab; this way, you'll allow users to use the "back" button.

If you decide to open external links in a new window, you should provide an advanced warning before automatically opening a new window or tab.



Don't

Don't use generic photos of people.



Images with human faces are a very effective way to get your users engaged.

Our brains are predisposed to pay attention to faces.



However, many corporate sites are notorious for their over-use of insincere photography, which is employed to "build trust." Inauthentic images leave the user with a sense of shallow fakery.

Don't

Don't let promotion steal the show.

Having too many promotions or ads on a page can easily overshadow the main content and make it harder for users to accomplish tasks.



If you have too many ads on the page, they'll all be competing to get your readers to look at them.

This will result in a sensory overload that will ultimately increase your bounce rates.



Don't

Don't use too many typefaces.



When you start building a site, it's always tempting to use a lot of different typefaces - five or six different fonts or even upload your own.

But, it's better to avoid that temptation.



Too many variations in font types can be distracting, confusing, and borderline annoying.

Don't

Don't use too many colours on your website

Similar to typefaces, it's better to avoid using too many colours in design.



Applying colour to a design has a lot to do with balance, and, the more colours you use, the harder it is to achieve balance.

Using too many colours in design is like trying to convey a million feelings and messages at once, which can confuse the person viewing your design.



Don't

Don't play background music or autoplay videos with music.



While background music might work in specific cases, like a promo website, it is simply a bad idea for most websites.

Unexpected music or sound can annoy and potentially cause problems.



People might be visiting your site at work, in a public place, or near someone who's sleeping, and unexpected music could send such visitors away in an instant.

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