

# Case Study: Cross-Border Services

## Transportation and Cost Models Fuel Canadian Market Entry

### LOGISTICS

#### Background:

A US-based chemical manufacturer won a bid requiring entry into the Canadian market and chose KAG Logistics to optimize costs and maintain high service levels. Confident in KAG's proven track record and consistent service, the manufacturer trusted them to lead the launch. KAG's longstanding relationship with the end customer in various sectors further solidified their choice.

#### The Challenge:

Without experience in the Canadian market, the manufacturer needed help calculating costs, gaining ROI, and designing a transportation solution to best service their customer.

#### The Solution:

KAG Logistics leveraged business intelligence and current trends to model transportation scenarios, including operational risks. They estimated volumes and costs using data from the end customer's US operations.

#### Results:

KAG Logistics utilized its nationwide network, KAG Specialty Products' equipment, and KAG Energy's dispatchers to streamline the chemical manufacturer's operations, avoiding the need for multiple service providers.

#### Key Actions:

**Strategic Planning:** Established US model, compiled business intelligence, and projected scenarios.

**Fleet Optimization:** Gathered data, estimated volumes, optimized fleet sizing, selected locations, and determined operational needs.

**Equipment & Assurance:** Utilized specialized equipment and provided peace of mind with optimized trailers and drivers.

This unified approach saved time and costs, providing on-demand equipment and drivers.

Visit [kaglogistics.com](https://kaglogistics.com) or call 1-877-203-3283.