

Managing Global Changes with Logistics simplified

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Europacific LL Company (Europacific) is headquartered in Koper, Slovenia where the company started its business activities in logistics in 2003. The long-term development of the company is based on the business vision: “To become a key logistics provider for the goods from the Far East destined to the European market.”

Europacific’s operations are considering the significant cultural differences between the company and global business partners. One of the important advantages that is being offered to the partners from Asia is 24/7 accessibility and responsiveness. Company’s business model is being continuously improved, in order to maintain position of an important partner to significantly larger customers (Europacific 2016).

In 2010 a research project KnowUs started within the EU cross-border programme Italy-Slovenia with one of the aims to develop and test methodologies and instruments for creating strategic-cognitive maps of small and medium sized enterprises (SMEs). In this paper is represented case study of the logistic company Europacific (Janeš et al. 2014).

Methodology. The Slovenian project partners designed strategic-cognitive maps within thirty in-depth semi-structured interviews which were conducted with entrepreneurs between January 2012 and May 2014. Prior to the interview the interviewees received generic questions by e-mail. Interview included questions about the historical development and the key turning points. In particular were investigated the most innovative practices of the company’s business model, as recognized by the company itself. Semi-structured individual interviews were agreed and scheduled with the owner and manager of the company (Janeš et al. 2014; Kvale 2007).

Assessment of the business model sustainability. Europacific is relatively young and flexible company. First and foremost, it certainly excels willingness to take initiative, solve and find solutions to their customers, who are looking for faster and cheaper transport route for their goods.

So they have developed their own possibilities of organizing maritime, land and air transport of goods. They are distinguished by the developed competences, which significantly differ from competitors in the field of logistics services.

A good example of the innovative approach of the company is the production of its own information system (IS), which is linked to IS of the Luka Koper port and allows monitoring of container throughput in real time. That means that IS informs the actors in transition process on the status and location of containers. Usage of that particular computer application is allowed for the most important customers.

Another interesting acquirement is a transit guarantee in the amount of 33.33 million € with purchased share of the German partner's company.

An important competitive advantage of the Europacific is its own "fleet" of trucks and acquired contractors for container transport. Europacific's involvement in regional business environment is being further developed in cooperation with Intereuropa, Ltd., with which had been set up a competence centre for training employees in the field of logistics and transport.

Conclusions. Europacific's logistic activities are being developed in direction of strengthening the market position, which are: a significant provider of logistics solutions for goods on the transport route from Asia to the EU markets through the northern Adriatic ports, by expanding international network and strengthening presence in the markets of the Central and Eastern EU and by strengthening the partnership with the Asian market with a flexible approach based on the customers' needs.

Keywords: Slovenia, domestic logistic operator, business model, canvas, competence centre, sustainable innovation

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