First Freight Couriers (Pty) Ltd – Company Profile

Background

First Freight Couriers was incorporated in 1996. The founding members have a clear and in-depth knowledge of the courier industry, and both had extensive backgrounds within the Courier Industry. The reason for forming another courier company was the lack of personalized service being offered to Customers, as well as the lack of information provided to Customers. The Directors felt that First Freight would fit into a niche, and form a company that offers a superior service, but one that will also focus on the individual needs of the customer.

In 2002 DNA Supply Chain Management purchased 65% of First Freight Couriers, in order for the Management of First Freight to gain knowledge and expand into the Supply Chain Services market. DNA felt that their focus did not lie in the courier market, and they felt the need for a distribution arm of their business – which resulted in the inception of DNA First Freight Pty Ltd.

On the 1st December 2001, First Freight Couriers was once again a privately owned business. The original Directors of First Freight Couriers, approached DNA Supply Chain Management to buy back the 65% shares, as the markets were to diverse to integrate the business successfully.

On the 1st of March 2002 Loads Direct was established. Loads Direct (Pty) Ltd. is a separate entity which operates under the First Freight (Pty) Ltd banner, hence extending our diversity in the market place. This is a common ideology which is to strive to continuously add value to our clients. We found a niche in the market that requires various direct loads for customers. This service enables us to collect from the customer and deliver directly to the consignee as a dedicated load.

Since 2002, the Company has grown from strength to strength. The two Founding Directors are still personally involved in the day to day running and Management of the Company, and are constantly striving to come up with new innovative ideas to take First Freight Couriers to even a higher level, enabling us to offer our Customers a Superior level of service. All the Managers adopt a hands-on approach, and the philosophy of the business is “paying attention to detail”. The Directors and Managers are continually looking for ways to adapt the business, the pricing structures and the services to suit the Customers individual needs. The First Freight Couriers staff are all committed to offering our Customers the best possible service.

Future Approach

Offering value added solutions involves undisputed services levels, competitive pricing, company culture (ethos/tiasium), and passion to continuously strive for better more streamlined solutions. We believe we have been able to intertwine these necessities, and create a medium which epitomizes added value.
First Freight Couriers approach to the domestic infrastructure is unique in that we have moved away from the traditional network structure to ensure that we offer flexibility in an ever changing market.
We have branches in the main centres, but we have nominated dedicated agents in the other areas to do all our distribution, which ensures that our Customers are getting the best possible service countrywide.

We are continually concentrating on developing and implementing systems to suite an ever-changing market, as well as offering our customers a flexible, cost effective service.
We maintain a personalized, flexible approach, instead of offering the conventional distribution approach of a large operation that requires bulk freight movement to flow through a rigid freight system-offering no flexibility. We instead offer various services and we will change our approach to charging the Customers according to the Customers needs and requirements.

At First Freight Couriers we believe that offering an exceptional service is not enough, as the future lies in information technology. The information we are able to supply cannot only add value for future developments in the distribution system, but can be used to gain competitive advantage when strategizing for the future.

Services

First Freight provides a comprehensive network of services, covering the entire Republic of South Africa. Our Southern African neighbors are covered with an Air and Road Service and we are also able to provide a worldwide courier service, to any international destination in the world.

Our comprehensive range of services, as outline in our proposal, allows us to fulfill all of your Courier distribution requirements, as well as offering you additional customized, personalized services.
First freight couriers approach to our domestic infrastructure is unique in that we have moved away from the traditional network structure to ensure flexibility in an ever changing market. We do have branches in the main centres, ie Cape Town and Durban, but we have nominated dedicated agents in various areas to ensure that our Customers are getting the best possible service countrywide.
We concentrate on developing and implementing systems to suit our Customer needs, instead of offering the conventional inflexible approach of a large operation that requires bulk freight movement to flow through a rigid freight system. We instead offer various services and we will change our approach to charging the Customers according to the Customers needs and requirements.

**Our unique services include**

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Direct Loads (a dedicated service from our Customers premises straight to delivery point – the consignment remains in direct transit).

In – house service (Preparation and packaging of goods on site, reducing workload for clients).

In – house Freight Management package – At extra charge.

First Freight couriers have a Freight Management software Package available, which we will install into our customers computer, as well as providing training at no extra charge.

The Freight Management Package can offer the following services:

- In – house preparation of waybills, ready for distribution
- Printing of waybills and stickers,
- Billing information
- Service options and comparative prices
- Proof of delivery information,
- Manifesting facility – with or without costs
- Statistical information by the client, region and cost centre,
- Provides daily costs per shipment dispatched
- Various Management reports.

We are also able to offer an In-house operator, i.e. Placing personnel employed by First Freight Couriers to manage and operate the In-house systems, as well as assisting with the following up of consignments. This is depending on the size of the Operation and distribution, as well as expenditure. This will add value to our customer’s warehouse operation.

**Warehousing**

We are able to offer you a warehousing service, whereby First Freight Couriers will employ warehouse staff, who will be responsible for “picking and packing” or orders according to our Customers invoice, thereby offering you a complete solution, for optimum delivery times.

**Freight Analysis**

We have a system which allows us to analyse your current courier accounts, review systems and supply solutions. We are able to provide you with exact costs, as a direct comparison to your current invoices – to enable our customers to plan and understand exactly how our billing and invoice system works

**Branch Collections**

First Freight Couriers is able to collect and deliver to any destination anywhere in and around South Africa, as well as any international destination throughout the rest of the world. We do prefer to handle all the collections via our Operations Department in Johannesburg – in order for us to keep a tight control of all the deliveries countrywide, and to assist us tracking, tracing and monitoring each and every delivery.

**Distribution Rates**

First Freight Couriers adopts a flexible and competitive approach to rates, without compromising our service levels. All our Price structures are detailed, and concise, showing the costs clearly, with a detailed description of each service. Our Sales Consultants discuss and explain the Rate Structure in detail with the relevant person dealing with the distribution in your company, and when required, will meet with the Credit Controller, to ensure that they have a clear understanding of First Freight Couriers.

Various service options, Rate calculations and delivery times.
Personalised Services

First Freight Couriers takes a pro-active approach in dealing with our Customers, ensuring that our service is of the highest standard. We focus on building a strong business relationship to ensure that we are constantly aware of our clients needs. We are dedicated to looking after your account, and will endeavour at all times to ensure that our service levels are of an exceptional level.

Couriers Drivers

All First Freight Couriers have an assistant in their vehicle, and each driver is issued with a cell phone, enabling us to be in direct contact with our vehicles at all times. All Vehicles are owned by First Freight Couriers which ensures direct control of the Courier driver and their vehicles – providing our Customers with an accountable service with less risk to your consignments.

Chain Stores

First Freight Couriers have found that there is a need for an effective Chain Store delivery system in the market, so we have taken the initiative to put some time and effort into research, in order to form an effective and reliable chain store delivery service. Where necessary, prior arrangements are made with the specific stores, and appointments are made when needed and wherever possible. We services the chain stores on a daily basis, to effect deliveries as efficiently as possible – Drivers often wait in long lines for delivery, we therefore cannot guarantee a delivery at any specific time – even when bookings are made. All documentation is signed and stamped at store level, and brought back to the office where it is copied for your information, and the original is costed, scanned and filed.

Efficiency

First Freight Couriers staff are committed to offering a stream-lined, efficient service. We have dedicated departments handling various aspects of our business, and we provide our Customers with a contact list to ensure that you speak to the correct person.

The Directors are personally involved in the day to day running and Management of First Freight Couriers and are committed to offering you the best possible service. The Directors and Management pride themselves in offering the highest level of service and always paying attention to detail, and continually look for ways to adapt the business, pricing structures and services to suit the Customers individual needs.

First Freight Couriers can arrange that our Drivers collect from your premises every day in a specific vehicle, at any specific time designated by our Customers, thereby allowing us to plan more efficiently, and helping to cut down on phone calls.
If a larger vehicle is required, this can be arranged by phoning and advising of the vehicle size required before 10:00 that same morning of collection.

At First Freight we are constantly working on ways to improve our service levels and also reduce operational costs, thereby ensuring our Customers receive excellent service levels as efficiently as possible - at a reasonable price.

All staff is committed to offering a stream – lined efficient service by handling queries and quotations as quickly and efficiently as possible, and by alleviating the Customers burden of handling freight distribution.

Special quotations and priority shipments can be arranged at any time, enabling you to know in advance what the exact cost of your freight distribution will be.

Conclusion

We would value the opportunity to handle your Courier and freight distribution, which will enable us to prove the level of service that we are offering our Customers.
We assure you that we will do everything possible to ensure that you are always treated in a professional manner while offering you the individual, personalised attention that your company needs.

Should you wish to discuss any aspect of our service, please do not hesitate to contact the Sales Manager, to arrange an appointment.