



KFC's well publicised recent supply chain problems have highlighted the logistics industry's vital role in feeding the nation, says UKWA CEO Peter Ward

Chicken run

When almost two-thirds of the UK branches of KFC failed to open for business following 'teething problems' at the start of a new chicken delivery supply contract, the logistics industry found itself near to the top of the national news agenda for a few days in February for all the wrong reasons.

Getting fresh chicken out to 900 restaurants across the country is a pretty complex business, but that didn't stop KFC's supply chain partner DHL from being widely criticised for what some commentators described as 'one of the worst logistics failures of recent years'.

Of course, the truth is that there are times when supply chain delays cannot be avoided but, in most cases, customers and the public remain blissfully unaware of any problems.

However, when 'operational issues' mean that a high street giant like KFC has to close some of its sites, the companies responsible for the failure – and, to some extent, the broader industry of which they are a part- inevitably suffer a degree of reputational damage.

However, it could be argued that one of the reasons why KFC and DHL's difficulties have received such widespread coverage is most likely due to the rarity of such supply chain breakdowns.

For the most part, the logistics industry goes about its vital role in feeding the nation silently and unstintingly efficiently: it is overlooked and taken for granted and, like so many things, only noticed when something goes wrong.

UKWA MarketSpace was created to help logistics users and providers to find available space at short notice and will no doubt provide a great 'go to' service for supply chain shortfalls in the future. Free to use, both for those seeking space nationwide and for UKWA members posting space availability.

MarketSpace is the only portal of its kind that operates on a 'No middleman, no commission, no fees' basis.