



WHEN THE OBVIOUS ROUTE IS NOT THE BEST ROUTE... WHAT DO YOU DO?

A freight forwarder's job is not simply to move cargo. It is to find the right solution for the cargo.



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The Real Job

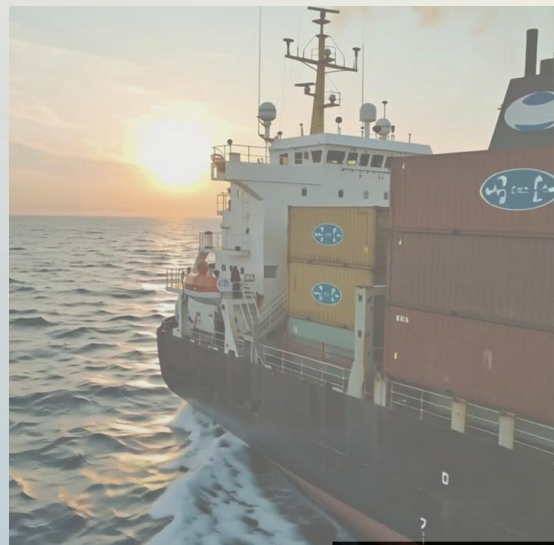
A freight forwarder is not simply a transporter of goods. The real job is to act as a solution designer — reading the cargo, understanding the problem, and engineering the right answer.

- 01 Cargo
- 02 Problem
- 03 Options
- 04 Decision
- 05 Solution
- 06 The Solution Designer



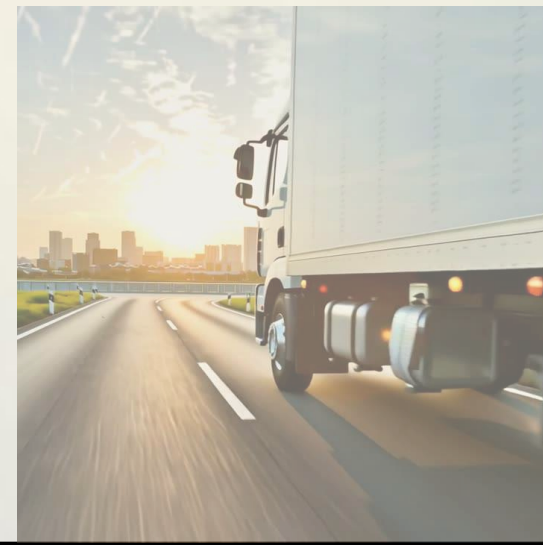
The Toolbox

A freight forwarder's strength lies in mastering every mode — and knowing when and how to combine them intelligently for the right solution.



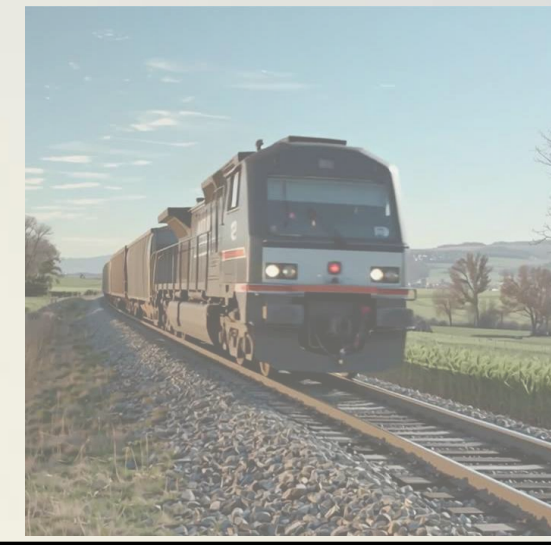
Sea Freight

Cost-effective for heavy and oversized cargo over long distances. Flexible vessel and container options.



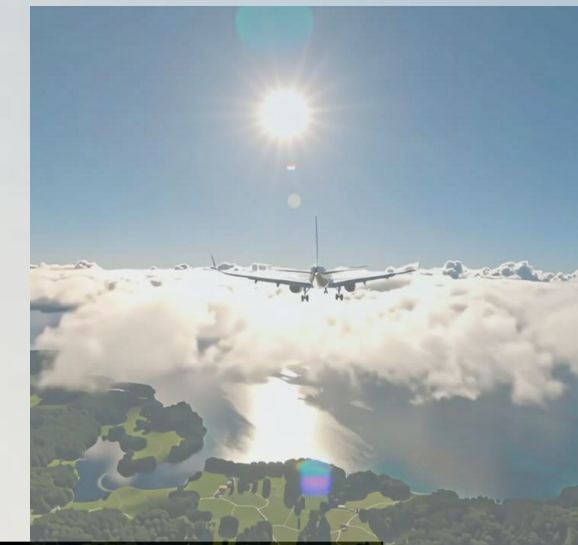
Road Transport

Door-to-door flexibility and direct access. Essential for first and last mile, and for special cargo dimensions.



Rail Freight

High-volume, long-distance land movement with lower emissions and predictable transit times.



Air Freight

Speed and reliability for time-critical shipments. Ideal when deadlines outweigh cost considerations.

When the Standard Solution Does Not Fit



Not every shipment fits neatly into a standard box, container, or route. Some cargo demands more than a rate comparison—it demands a complete rethink.

When dimensions exceed standard equipment limits, when road restrictions apply, or when port access is constrained, the freight forwarder must step back and ask a different question entirely.

This is where solution design truly begins. The following case brings this challenge to life.



The Real Case

The Cargo

Oversized gas station tanks with a diameter exceeding 3 meters — far beyond standard freight dimensions.

The Route

Abu Rawash, Egypt to Al Rakah Khabar, Saudi Arabia — a cross-border, multi-leg challenge requiring precise planning.

The Challenge

Tanks too wide for standard equipment. Every handling point is a risk. The solution had to minimize lifts and protect cargo integrity.

The Question

Flat rack and special sea equipment — or a smarter, direct multimodal route? The answer changes everything.



The Decision

Option A: Flat Rack / Special Equipment



Sea freight via container vessel using flat rack. Requires port handling, crane lifts, lashing, and multiple cargo transfers at origin and destination ports.

Freight Rate vs. Total Cost



Flat rack rate appeared lower — but add port fees, crane costs, permits, delays, and damage risk. The total cost tells a very different story.

Option B: Direct Land Movement



Oversized road transport direct to destination. Fewer handling points, no port crane operations, cargo loaded once and delivered door-to-door.

The Right Question to Ask



Not: "Which option has the lowest freight rate?"
But: "Which solution delivers the best total outcome for THIS cargo?"

The Route We Chose

A carefully designed intermodal route combining road and sea transport — minimizing handling, reducing risk, and delivering door-to-door across two countries.

Route Stages:



Stage 1 — Road: Abu Rawash to Safaga

Oversized tanks loaded directly at origin onto specialized flatbed trucks, transported to Safaga port on Egypt's Red Sea coast.



Stage 2 — Sea/Ferry: Safaga to Duba

Cargo shipped via Red Sea ferry crossing from Safaga (Egypt) to Duba (Saudi Arabia) — avoiding complex port handling and costly special equipment.



Stage 3 — Road: Duba to Al Rakah Khabar

From Duba port, tanks moved by road directly to the final destination in Al Rakah Khabar — a true door-to-door solution with minimal touchpoints.



Key Advantage: Less Handling, Lower Risk

By combining road and ferry intelligently, the cargo was loaded once and unloaded once. Fewer lifts, fewer risks, lower total cost — the smartest path for THIS cargo.

From Abu Rawash, Egypt to Al Rakah Khabar, Saudi Arabia

A cross-border, multi-leg challenge requiring precise planning.

*More than routes...
We deliver solutions*



1. ORIGIN



Abu Rawash, Egypt
Loading at customer's factory

2. INLAND TRANSPORT



Trucking to Safaga
Over-dimensional cargo

3. SEA TRANSPORT



Safaga Port → Duba Port
By ferry across the Red Sea

4. DESTINATION



Duba Port → Al Rakah Khabar
Final delivery by road



**SUCCESSFUL
DELIVERY**

Tailored Logistics
for Real Business Needs

KUW

SAUDI ARABIA



TRANSPORT

SEA TRANSPORT

DESTINATION

Execution How We Delivered It



Project Timeline

A four-month operation executed with precision — one shipment every two weeks. Each run: Abu Rawash → Safaga → Duba → Al Rakah Khabar, fully coordinated door-to-door.



On the Ground

Oversized tanks (diameter >3m) loaded directly onto trucks, ferried across the Red Sea, and delivered without intermediate handling. Zero damage. Every shipment on schedule.



The Key insights

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Six operational principles drawn from real-world freight execution — each one a reminder that the best solution is rarely the obvious one.

01 Think Beyond the Standard Route

02 Compare the Total Solution

03 Minimize Handling at Every Stage

04 Adapt the Route to the Cargo

05 Validate Execution Realities Early

06 Prioritize Customer Outcomes



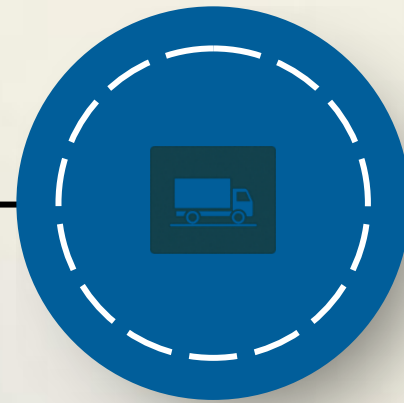
Intermodal Connectivity

Sea, road, rail, and inland logistics are not competing options — they are a connected toolkit. The smartest solution uses each mode where it performs best.



Sea Freight

High-volume, long-haul capacity across oceans. The backbone of global trade and oversized cargo movement.



Road Transport

Door-to-door flexibility and direct access. Essential for first and last-mile delivery and oversized loads.



Rail Logistics

Cost-efficient inland movement for bulk and containerized cargo over long distances with reliability.



Inland Logistics

Warehousing, customs, and distribution networks that connect every mode into one seamless solution.

International Perspective

1. The same principle applies anywhere in the world. Whether you are moving cargo across the Middle East, through Europe, along Asian corridors, or across the Americas — the logic never changes.
2. Connect the right mode, the right route, and the right solution to the cargo, the customer, and the circumstances. Geography changes. The thinking does not.



Don't Ask What Is the Usual Route.

Ask: What is the smartest way to move THIS cargo?
The right mode, the right route, the right solution —
every time.

