

Think Like A Leader

For success in export manufacturing



WHAT MAKES A MADE IN CHINA 2.0 LEADER?

Made in China 2.0 Leaders are from all over China, all industry sectors and represent companies of all sizes. They significantly outperform their peers in terms of :

- PROFITABILITY
- PRODUCTIVITY
- MARKET SHARE
- REVENUE

They also have some stand out characteristics:



Leaders are the top 8% of export manufacturing companies, who score 90+ in the UPS Readiness Index ¹. (Full Readiness Score is 100)



INSIGHTFUL

They recognize the value of logistics in fueling business growth.



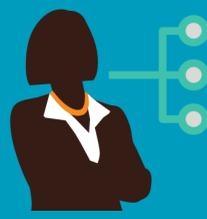
FOCUSED ON LONG TERM

Leaders are prepared for the impact of macro emerging industry trends so they are not unduly concerned by the slower pace of growth under the "New Normal".



PROACTIVE

They are constantly on the lookout for ways to grow their business and expand their global footprint.



DIVERSIFIED

Instead of selling only to one type of customer, they diversify their customer base.

¹ The UPS Readiness Index reflects a combination of Recognition and Performance Score. An index score of 90 reflects an average score of at least 9 or higher (on a scale of 1 – 10) for each dimension. There are 10 dimensions each for Recognition and Performance Score.

LESSONS FROM MADE IN CHINA 2.0 LEADERS

Look to the Leaders for tips on how to succeed in a challenging business environment

INSIGHTFUL

Use Logistics To Add Value Across the Business

Leaders understand that logistics can add value across a range of key corporate objectives.

Made in China 2.0 Leaders are more likely to recognize the important role of logistics than others



Understand Logistics Is a Foundation for Growth

Leaders are more likely to identify logistics as a critical component in the future growth of the business, a point often overlooked by their peers.

Made in China 2.0 Leaders identify these priorities as significant to their future success:



Sales Growth	168%
Cost Reductions	136%
Product Innovation	130%

Enhanced Customer Experience	111%
Business Model Innovation	96%
Increasing Product Quality	85%

FOCUSED ON LONG TERM

Recognize and Accommodate Emerging Trends

Leaders are attuned to emerging industry trends, recognizing the positive or negative impact they can have on their business, and adjust accordingly.

Made in China 2.0 Leaders recognize the impact these trends will have on their future success:

41% of Leaders recognize the emerging impact of **Nearshoring**

Industry E-Commerce	29%
Consumer E-Commerce	24%

Pre-purchase Online Reviews	24%
Emerging Market Pressures	23%



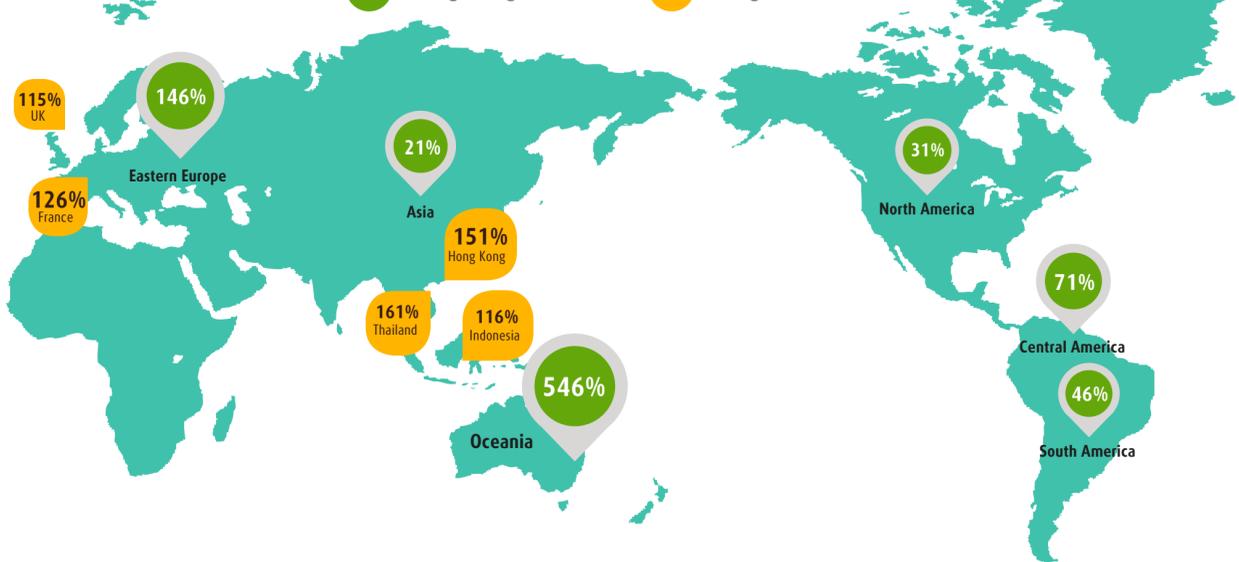
PROACTIVE

Look to New Emerging Markets for Growth

Leaders are more competitive because they understand the importance of seeking growth in emerging regions.

Made in China 2.0 Leaders are more likely to have a presence in:

- Target regions
- Target markets



DIVERSIFIED

Develop a More Diverse Customer Base

Leaders develop a more diverse customer base by cultivating a healthy mix of B2B and B2C customers.



Made in China 2.0 Leaders are more likely to have a mix of **B2B & B2C** customers



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