

**SUCCESS** STORY / ABALIOGLU LEZITA

**How Lezita Increased Operational Efficiency and Gained a Competitive Advantage in the Global Market by Digitalizing its Supply Chain with Shipmind**



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## Lezita Was Seeking Efficiency and Transparency in its Complex Supply Chain Operations

Abaloğlu Lezita, one of Turkey's leading poultry producers, has an extensive export network spanning over 30 countries. Managing such a large and geographically dispersed operation presented significant challenges for the company's supply chain team. Growth objectives and competitive market conditions necessitated the digitalization of manually conducted processes and the centralization of data flow.

The key development areas Lezita focused on during its digitalization journey were:

- **Efficiency Opportunity in Freight Processes:** Conducting spot and tender processes through traditional methods like email and phone presented an opportunity for digitalization to further increase operational speed and achieve cost optimization.
- **Inter-departmental Synchronization:** The goal was to consolidate the successful individual processes of critical departments such as logistics, planning, and sales under a single roof, making the entire operation more efficient by managing it from a single source of truth in real-time.
- **Transition to Proactive Management:** Achieving more holistic visibility in shipment tracking held the potential to enable preemptive action against possible disruptions and to elevate customer service quality to the highest level with a proactive approach.

To find solutions to these challenges and enhance its customer service quality, Lezita chose **Shipmind** to unify all its logistics processes on a single platform.

## SHIPMIND MODULES USED:

- Freight Procurement (Spot & Tender)
- Booking & Operations Management
- Shipment Planning & Tracking
- Customs Broker Integration

## KEY BENEFITS ACHIEVED

- **8-12%** Savings in Freight Costs
- **40%** Reduction in Operational Workload
- Increased Customer Satisfaction
- Detailed Measurement of Supplier Performance
- Decrease in Demurrage & Storage Costs

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## Cost Optimization with Strategic Freight Management

One of the areas where Lezita achieved the quickest and most effective results was in its freight procurement processes. Shipmind's Spot and Tender modules moved this process into a fully digital and competitive environment. Lezita's logistics team can now send all their requests to dozens of approved suppliers with a single click. The bids collected on the platform are easily compared in a standardized format, allowing for the rapid selection of the most cost-effective and efficient option. This structure provided direct and measurable savings in freight costs.

 *"Shipmind has significantly shortened and simplified our freight tender processes. We can easily manage the coordination between our transport companies, suppliers and depots all in one platform. It's even possible to seamlessly manage operations for our factories in different cities."*

— **Ismail Yaylaciklilar**

**Abalioglu Lezita Gıda San. A.S. / Procurement Manager**



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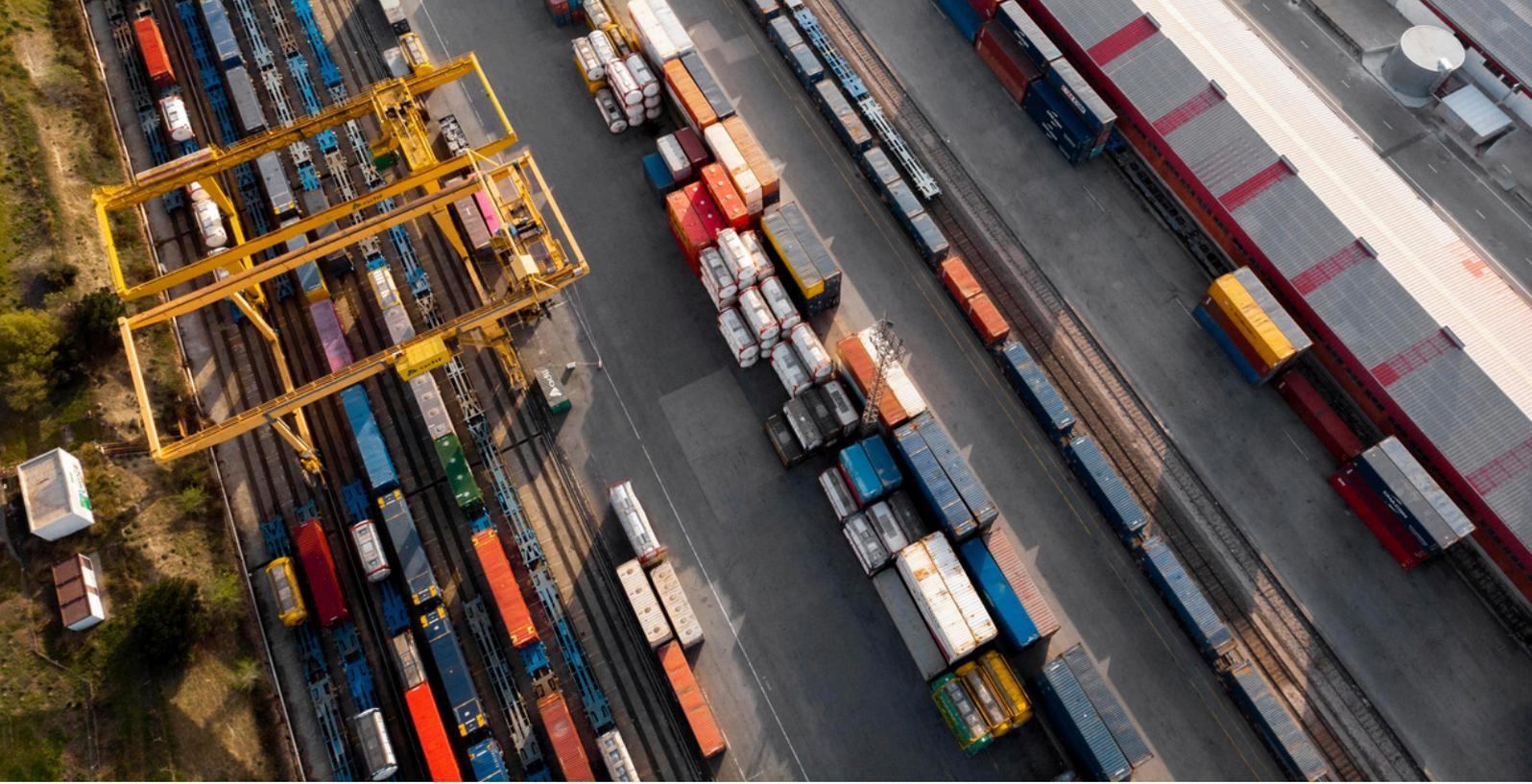
## Operational Excellence with End-to-End Digitalization

The Shipmind platform built a digital bridge between Lezita's previously disconnected departments. All steps, including booking, operations, shipment planning, and customs clearance, are now managed through a single "real-time data source." The customs broker integration, in particular, eliminated manual errors, reduced the waiting time for products at borders, and ensured that the logistics processes of the factories in Izmir and Malatya were managed in perfect harmony.

### Increased Visibility and Enhanced Customer Experience

One of Lezita's most important goals was to maximize customer service quality. Shipmind played a key role in achieving this goal by providing real-time location and status information at every stage of the shipment. This transparency eliminated the question of "Where is my shipment?" and transformed customer relationships into a trust-based partnership. Customers can now plan their own operations more efficiently based on accurate information from Lezita.

*"According to Lezita, the most valuable outcome of increased supply chain visibility was its positive impact on customer relations. They emphasize that providing customers with instant and accurate information about their shipments has evolved from a standard service into a significant tool for building trust and loyalty."*



## About Lezita



Drawing on Abalioglu's 50 years of experience in the feed sector, Lezita operates as one of Turkey's most significant poultry producers. It is one of the top 5 players in the poultry market and one of the top 2 in the market for further processed innovative products. Operating out of Turkey's most modern integrated meat facility in Izmir-Kemalpaşa, with a total area of 100,000 square meters, Lezita produces poultry and further processed meat products. The company has a processing capacity of approximately 25,500 chickens per hour and over 400,000 per day.

Driven by its innovative products, Lezita closed 2018 with growth above the industry average and derives a significant portion of its revenue from further processed products. Exporting its products to more than 30 countries and providing employment for approximately 3,000 people, Lezita aims to become the market leader through its innovative initiatives.

## About Shipmind



With over 15 years of experience in logistics and technology, our co-founders have witnessed firsthand the impact of digitalization and the constant challenges faced by shippers, not just in managing freight quotes, but across the entire logistics lifecycle.

Shipmind was born out of the complexities ranging from inefficient procurement and booking processes to fragmented communication, a lack of real-time visibility, and cumbersome documentation. We set out to create a comprehensive logistics management platform designed to simplify these interconnected processes. We are customer-focused, innovative, and committed to driving digital transformation in the logistics industry.