



## How a Small Business Provides Services of a Large Company

Americar Global Logistics Ships Quickly to Jamaica and Around the Caribbean

Creating and maintaining a successful business requires keeping customers informed and satisfied. Michael Archer and his staff at Americar Global Logistics of Miami apply these principles daily so their customers feel respected and the company has a professional image.

*We're geared to offer tailor-made services for smaller and more frequent shipments, thus allowing for Just in Time inventory for our customers.*

Michael Archer, President, Americar Global Logistics



## At a Glance

### Americar Global Logistics

www.goamericar.com

### Industry

Freight Forwarder and Logistics Provider

### Solution

Magaya Cargo System, AES, LiveTrack

Americar Global Logistics of Miami, FL, has over 20 years of experience shipping by ocean, air and ground. Their services include online pickup requests and shipment tracking, warehousing and consolidation. They specialize in shipping to countries in the Caribbean and Central America such as Jamaica, Barbados, Trinidad and Panama.

## Challenges

Americar Global Logistics (AGL) is an example of a smaller logistics company that can offer many services that a larger firm offers because they are flexible and use technology to their advantage. They network with partners and have implemented the features in Magaya software that they need when they need them.

AGL president Michael Archer founded his logistics company in Miami after working for over ten years with various cargo liner services in South Florida. In 2004 he started AGL. "I started with a desk, a chair, a computer, a phone and a fax machine," he said. "Our cargo was loaded by a third party warehouse." AGL then moved into its own facility in 2005. The software has enabled him to grow and still maintain that personal touch with the customers, which is a key component of successful smaller companies.

## Shipping to the Caribbean and Beyond

AGL now has eight employees and a 16,000 square-foot warehouse a few minutes from the Miami International Airport. The majority of their business is consolidated ocean shipments to and from Jamaica. Mr. Archer is of Jamaican descent and maintains his connections there.

AGL ships all kinds of freight, including vehicles, heavy equipment and specialized cargo such as bulk shipments. AGL offers a full door to destination port service on vehicles, heavy and out of gauge

equipment, from points within the USA. His vice president, Richard Haynes, brings experience with shipping equipment and large vehicles. The vehicles are sent to Panama, Guatemala, Jamaica, and other locations. AGL works with its destination agents in Jamaica, Barbados and Panama. AGL arranges the transportation of the oversized construction equipment and sends it straight to the port for export. The heavy equipment shipments constitute approximately 20% of AGL's business. AGL also arranges air shipments as needed to many locations.

One of their projects involved moving 300 school buses to Angola. All documentation and logistics were done via the Magaya software. Another service AGL offers is a pickup service in the tri-county area of Miami-Dade, Broward, and Palm Beach counties. They use the Pickup Orders feature in the software to arrange the pickups. For items coming to their warehouse, the Pickup Order can be converted into a Warehouse Receipt with all the information about the customer, items, and charges. Customers can also see the real-time updates online about the pickup and delivery.

The company also handles many small packages. Many of AGL's customers buy items on eBay or Amazon.com and send them to AGL's warehouse. The receiving staff at the AGL warehouse attaches all the relevant documents to the Warehouse Receipt and then consolidates the items into one shipment.

"We also do traditional freight forwarding such as arranging spotting of containers at the supplier's location, and we arrange the pickup and transport to its destination," Mr. Archer said. All the related transactions are done in their Magaya software.

Another way that AGL has been able to extend its service throughout the region is by having co-load agreements with other NVOCC's into markets where they don't have significant and frequent volumes.

## Keeping Customers Informed

"We use the tracking a lot to keep our customers informed," Mr. Archer said about the Magaya Transaction Tracking feature. This software

Port of Miami



