

# REACTIONARY OR STRATEGIC? HOW FREIGHT STRATEGY IMPACTS YOUR P&L



They may not admit it, but many companies operate under the adage: “If it ain’t broke, don’t fix it.” In today’s supply chain environment, this approach can be costly. What seems to be “working fine” may actually be eroding your margins.

The real question isn’t whether your supply chain is “broken,” but whether your company is proactive or reactive in protecting the bottom line.



## The Cost of Being Reactionary

### Reactionary companies say things like:

- “It’s not our priority right now.”
- “We’re not concerned with it today.”
- “We’ll deal with it when it becomes a problem.”

The problem with this approach is that it allows margin erosion to begin long before anyone notices. Every unchecked misclassification, unoptimized lane, or outdated policy is quietly bleeding dollars from your P&L. If you haven’t taken a fresh, strategic look at your supply chain, you’re not just reacting — you’re already paying for it.



## The Blind Spot in Your Supply Chain

When finance leaders look to cut costs, they often focus on labor, raw materials, and overhead. Freight strategy rarely makes the list, even though it represents a massive, recurring spend. Beyond rate negotiations, most leaders view logistics as an operational necessity, not a financial lever.

### In reality, there are many unseen ways value leaks out of the supply chain:

- Inefficient distribution center locations
- Unmonitored accessorial charges
- Suboptimal routing and mode selection
- Manual processes that delay or obscure decision-making
- Limited visibility into carrier performance and compliance

KDL’s cutting-edge analytics technology and advisory services can expose these blind spots and provide the intelligence needed to make data-driven, margin-protecting decisions.



## The Wake-Up Call

If you've never performed a comprehensive freight strategy review, here's the hard truth: you're already a reactionary company. Your P&L is already leaking value. And the longer you wait, the harder it will be to recover.

KDL Logistics partners with finance and operations leaders to identify hidden costs, implement proactive strategies, and ensure logistics strengthens — not weakens — your bottom line.

**DON'T WAIT UNTIL IT'S "BROKE."  
STOP REACTING AND START LEADING.**

Reach out to us at [info@kdlog.com](mailto:info@kdlog.com) or visit [kdlog.com](http://kdlog.com) for more information.



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