



The 9 key Pillars that Reintegrate end-of-use products
into the economy before recycling

Brought To You By Magnus Liquidity Group LLC

Overview

- What is Reverse Logistics
- The Challenges
- Workflow Management Solutions
- 9 Key Pillars Every Reverse Logistics Service Agency Should Have
- The Future Of Reverse Logistics
- How To Capitalize From A Billion Dollar Industry
- How To Determine Whether Reverse Logistics Industry Is For Your Organization
- What Do Successful Reverse Logistics Organizations Have In Common
- How To Start, Develop And Grow Your Own Enterprise From Scratch
- How To Leverage A Successful Reverse Logistics Agency Without Starting From Scratch
- The 7 Golden Promises
- Apply Now Take Action

What Exactly IS Reverse Logistics??

According To Wikipedia



Reverse Logistics Definition

Definition

The process of planning, implementing, and controlling the efficient, cost effective flow of raw materials, in-process inventory, finished goods and related information from the point of consumption to the point of origin for the purpose of recapturing value or proper disposal.

Source:

"Going Backwards: Reverse Logistics Trends and Practices"
by Drs. Dale Rogers and Ron Tibben-Lembke

Goal

To move returned, overstocked, end-of-life, or obsolete assets from the normal stream of commerce to an alternative destination to maximize their value and reduce risks.

Source:

Greve & Davis Consulting

Greve  Davis
The Reverse Logistics Experts

Reverse Logistics Challenges

Environmental



Assets Being
Improperly
Disposed

Data Protection



Customer Data
not Properly
Wiped

Second Market



Assets Sold to
Uncontrolled
Secondary Markets

Asset Value



Unrealized Value
of Product
Assets

9 Key Pillars Every Reverse Logistics Service Agency Should Have

1. Consulting
2. Marketing Management
3. Intuitive RL Software SaaS
4. Returns Management
5. Refurbish/Repair Recycle
6. Brand Protection
7. Shipping Logistics
8. HR Supply Chain Staffing
9. Devoted Support Team



Return Management Challenges

Customer
Satisfaction



Returns being
Improperly
tracked

Storage Cost



Returns being
unsorted

Asset Value



Returns being
unprocessed

Asset Value



Unrealized Value
of Product
Assets

**Reverse
Logistics
Challenges**



**Extended Reverse Logistics services covering
mobile devices to storage systems**

Mobile devices is driving cloud / Server storage
needs

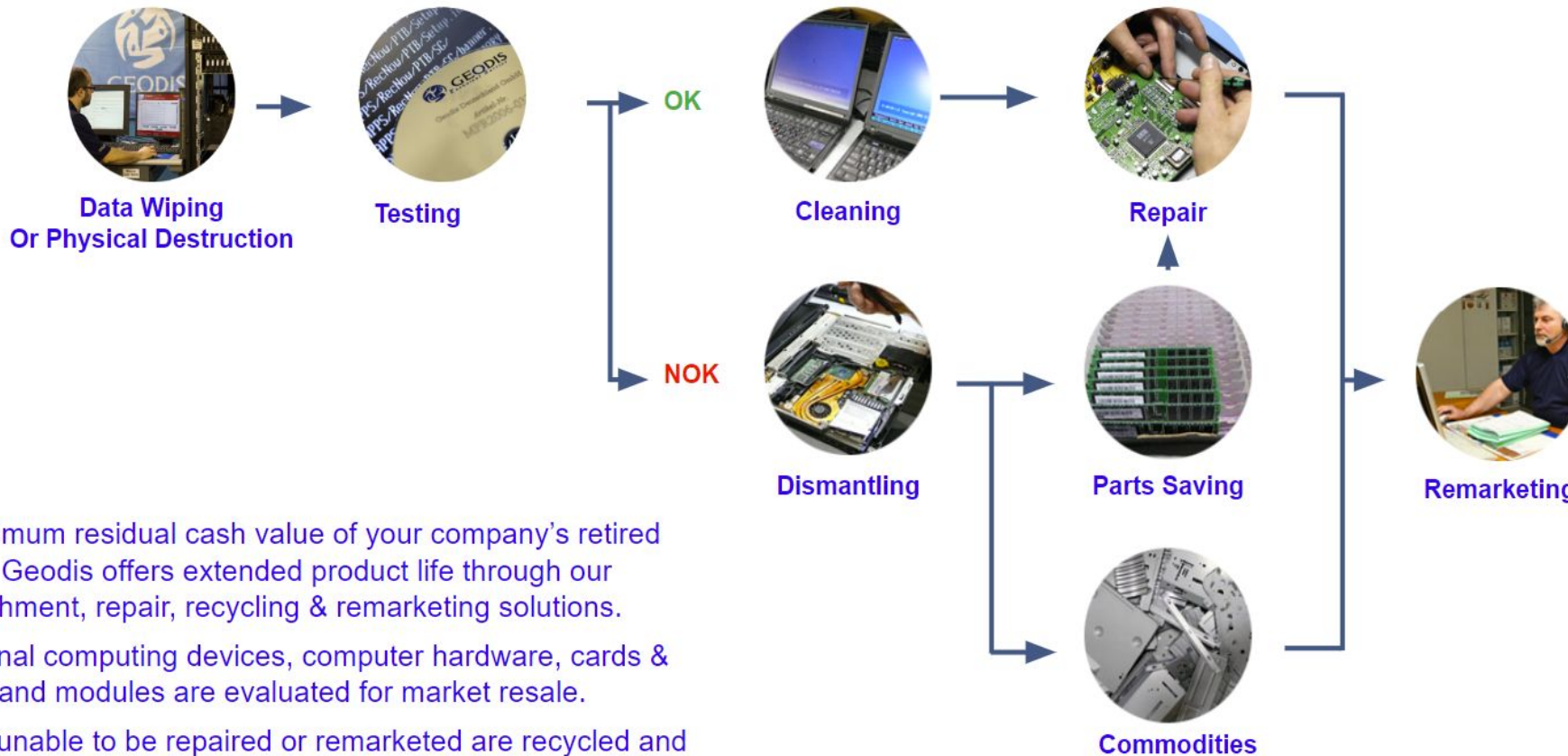
**Skills and technologies to support Constant
product evolution**

High market demand for refurbished products

**New remarketing channels leveraging
e-commerce**

**Increased number of certifications:
R2, e-Stewards ...**

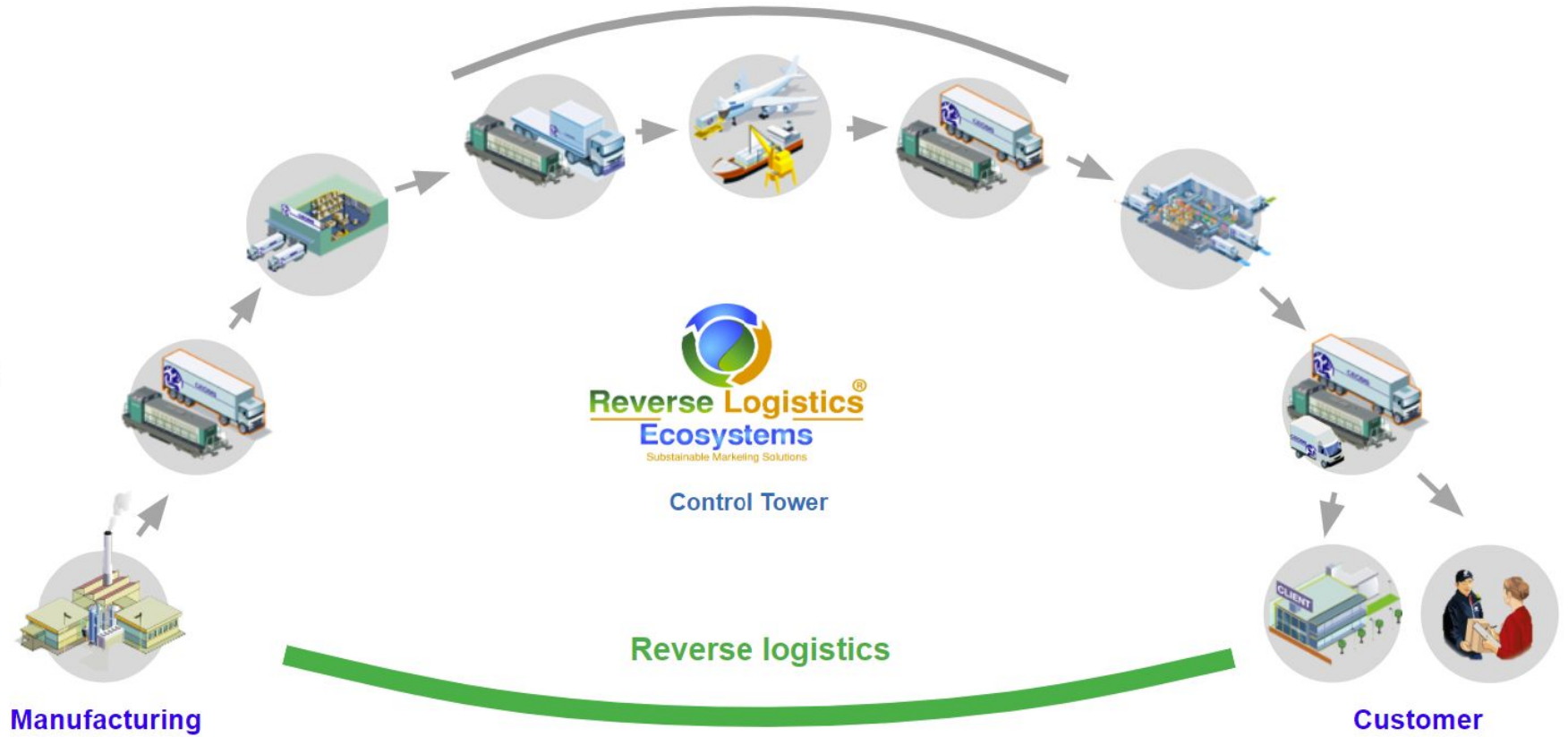
Workflow Management



To maximum residual cash value of your company's retired assets, Geodis offers extended product life through our refurbishment, repair, recycling & remarketing solutions.

Functional computing devices, computer hardware, cards & boards and modules are evaluated for market resale.

Assets unable to be repaired or remarketed are recycled and sold to certified refiners offsetting your cost.



1.) Consulting Service

- Problem
- Solutions
- Strategy Development
- Supply Chain Optimization

2.) Marketing Management

- Ecommerce Web Design
- Branding Development
- Search Engine Optimization
- Social Media Marketing
- Info Product Development
- Email Marketing
- PPC Advertising
- Direct Mail
- Lead Generation
- Affiliate Referral Management

3.) Intuitive RL Software SaaS

- Inventory Control
- Refurbishing/Repair/Recycler
- Product Research
- Redistribution Channels

4.) Returns Management

- Product Take-Back
- Liquidation Asset Recovery
- Qualified Buyers Network
- Auction Format
- Online Strategy
- Sales

5.) Refurbish & Repair Services

- Data Wipe
- Remanufacture
- Recycle

6.) Brand Protection

- Monitoring Brands Tracking
- Tracking Unvetted Sellers
- Stop, Block & Report
- Proper R2 Compliant Disposition & Recycling

7.) Shipping Logistics

- Save
- Ship
- Track

8.) HR Supply Chain Staffing

- Administrative Services
- Qualified Employee Staffing
- Contract Management
- Benefits Services

9.) Devoted Support Staff

- 24/7 Online Support
- Access Dedicated Account Manager
- Executive Team Access

The Future Of Reverse Logistics & Technology



This The Device Holds The Key

How To Capitalize From A Billion Dollar Industry

- Where Is All The Money Being Made
- Focusing On A Niche
- Standing Out In Your Market



What Do Successful Reverse Logistics Organizations Have In Common

- **Support System**
- **Infrastructure**
- **Return Process**



How To Determine Whether Reverse Logistics Industry Is For You

- Purpose
- Passion
- Execution



How To Start, Develop And Grow Your Own Enterprise From Scratch:

- Register Business With Local or State Government
- Consult With An Attorney
- Developing A Business Plan
- Discovering Your Niche
- Certification Requirements
- Marketing Your Business
- Start up cost vs joint partnering



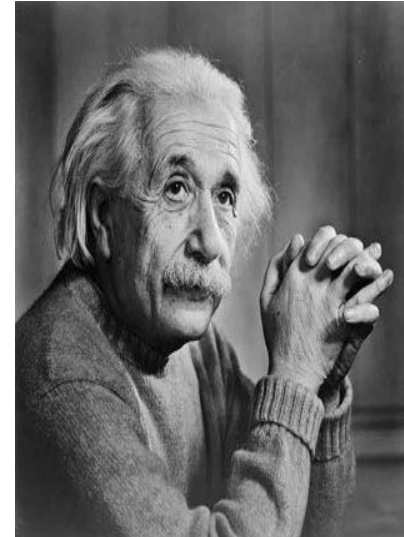
How To Partner & Leverage A Successful Reverse Logistics Enterprises Without Starting From Scratch

- Putting The Puzzle Pieces Together
- Leveraging An Existing Ecosystem



The 7 Golden Promises “

- Service To Others
- Business Integrity
- Zero Landfill Pollution Tolerance
- Extending Product Value
- Profit With A Purpose
- Invest Into Landfill Restorations
- Donate To Empower And Improve Health



“Try not to
become a
man of success,
but rather try to
become a man
of value.”

Albert Einstein

Thank You

Akeem W| Partnerships

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