The 2011 monsoon season in Thailand will be remembered for the slow but steady devastation it brought. Provinces in the north and northeast first began to flood in May and June and the waters crept slowly south. By autumn, Bangkok, the source of 40 percent of the country’s GDP, was inundated. Fortunately, due to their flexibility and rapid response to rapidly changing conditions, LF Logistics’ Thailand was able to continue operating and support their customer’s businesses.

It was difficult to know what to expect as areas north of Bangkok began to flood. Many were saying that Bangkok would not be affected, but LF Logistics Thailand’s Executive Vice President, Janya Thana-athiporn decided to prepare for the worst. Weeks before flood waters actually reached Bangkok, she appointed a crisis management team to create contingency plans.

The team quickly got to work planning for various scenarios appointing team leaders, creating business continuity plans and evacuation plans. As authorities of the Bangpa-in Industrial Estate – the headquarters and location of several LF Logistics Thailand facilities – began building dykes and placing sandbags around the exterior of the estate, LF Logistics started building its own sandbag and brick walls around its facilities, adding a second line of defense against rising water.

The LF Logistics team also secured doors and windows with silicone, ran evacuation simulations, and even practiced moving stock and material handling equipment to higher levels.

Meanwhile, LF Logistics operations in Wang Noi, Nog Kae and Lat Krabang were taking similar precautions to protect their facilities. They began building secondary lines of defense, moving equipment and inventory to higher levels and had evacuation vehicles on stand-by.

LF Logistics was ready when the government issued the evacuation order for Bangpa-in on the morning of October 12th. Putting the crisis plan into effect, all products were moved to higher storage locations and all colleagues were ready to board evacuation buses early in the afternoon.

With its headquarters shut, LF Logistics began operating out of 10 alternative sites, later consolidating into 5. Within 2 weeks, LF Logistics Thailand had two-thirds of its evacuated businesses up and running at new locations. Many colleagues even lived in temporary company-provided accommodation – some of them hours away from their families in Bangkok.

Seeking to minimize the impact on customers’ operations, LF Logistics’ teams took proactive steps such as filling as many orders as possible before the flood hit, preparing off-site distribution centers and transferring stock to the stand-by distribution centers so LF Logistics could stay up and running in the event the original center flooded.

Despite the obstacles, the LF Logistics Thailand team remained committed and persevered to minimize the impact on customers.

“I’m truly impressed with the professionalism you displayed in managing this disaster and continuing to operate the business and fulfilling commitments to our customers. Everything seems to be in control thanks to your exemplary planning and preparation for the worst.”

Yagmur Sagnak, Diversey Hygiene

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“I wanted to express my appreciation and thanks to your team for all their hard work, commitment and dedication. With such spirit and dedication, I’m confident the post-flood rehabilitation will be speedy.”

Eng Chuan Foo – DSG International