

Activity 3: Considering Reputation

Time: 10 to 15 Minutes

As mentioned, it's important to think about your brand's reputation, especially in today's internet culture. Companies that enter into relationships with 3PLs without first conducting a thorough examination often find themselves embarrassed. To avoid this type of embarrassment from happening to you, take a few moments and jot down what you believe your company's guiding principles are. Think about the values and morals your company wants to reflect to the world. If you stumble across a 3PL that does not comply with those views, you know to keep looking for another.