EIMSKIPAFÉLAG ÍSLANDS HF.

PROPOSAL OF PROJECTS FOR STUDENTS
Reykjavik University | May 2018

EIMSKIP

EIMSKIP AT A GLANCE

A niche player in transportation in the North Atlantic for over 100 years

Liner services
in the North Atlantic and worldwide freight forwarding services

Revenue 2017
EUR 664 m

Market Cap
EUR 344 m
as at 1 March 2018

63 own offices
in 20 countries
in four continents

Worldwide associates network

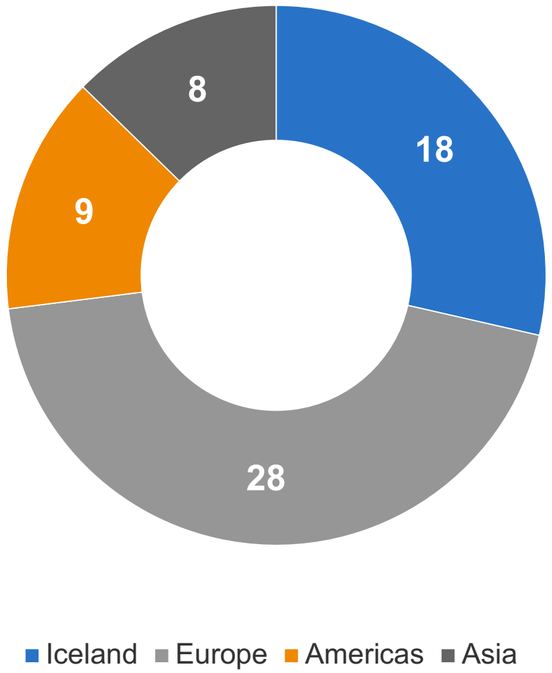
22 vessels
on six sailing routes
in the North Atlantic

About
1,850
employees

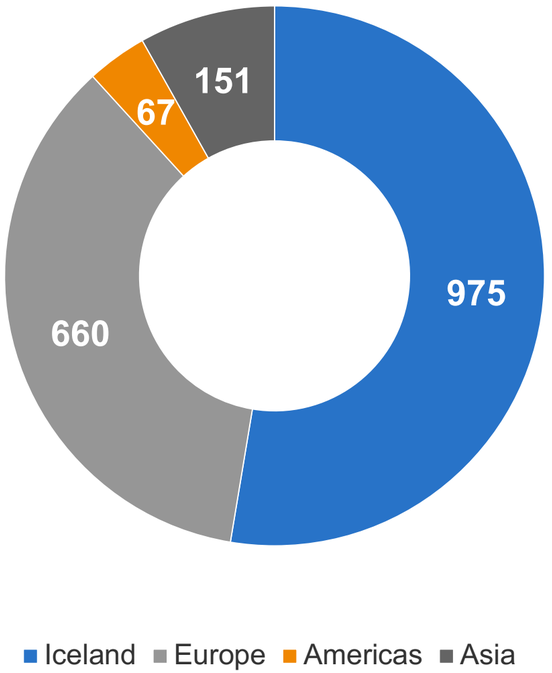
INTERNATIONAL NETWORK

Employees in four continents and associates worldwide

63 own offices in 20 countries



1,853 employees



BUSINESS SEGMENTS

Liner services in the North Atlantic and international forwarding services

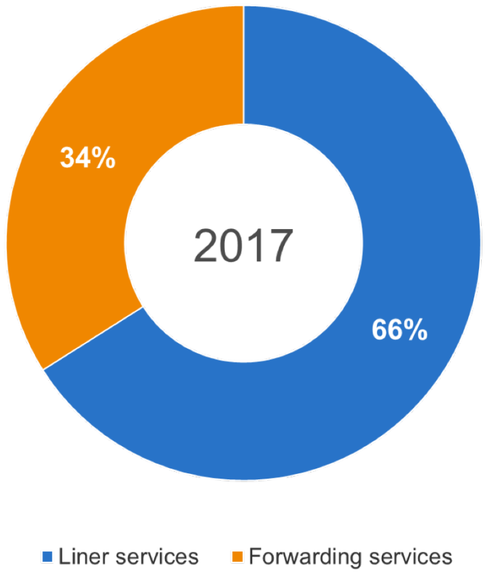
Liner services

- The core of the company's operations
- Eimskip's home market includes Iceland, the Faroe Islands, Norway, Newfoundland and Labrador
- 22 vessels in operation
- Terminal operations
- Chilled and cold storage facilities
- Warehousing
- Trucking and distribution
- Air freight services
- Agency services

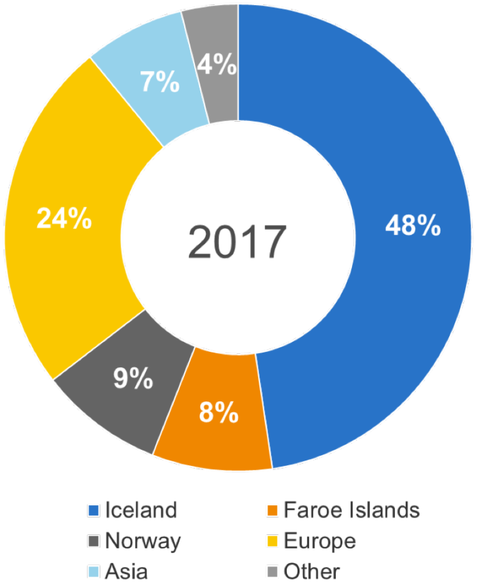
Forwarding services

- Main focus on reefer forwarding but general cargo is growing
- Efficient system based on a network of 63 own offices in 20 countries
- Strong cooperation with the large deep-sea lines and a worldwide net of associates

Revenue by segment



Geographical split of revenue



VESSEL FLEET

22 vessels in operation, 13 own and 9 chartered

Own vessel Chartered vessel

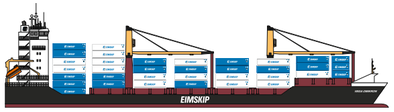
BLUE LINE

GODAFOSS
Built 1995
TEU 1,457
GT 14,664

DETTIFOSS
Built 1995
TEU 1,457
GT 14,664

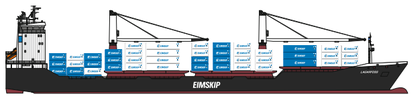
RED LINE

POLLUX
Built 2009
TEU 1,025
GT 11,550

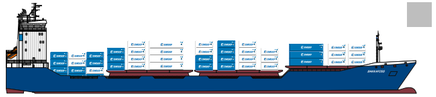


VEGA OMIKRON
Built 2005
TEU 966
GT 9,981

YELLOW LINE

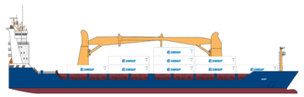


LAGARFOSS
Built 2014
TEU 875
GT 10,106

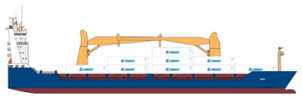


BAKKAFOSS
Built 2010
TEU 889
GT 9,983

GRAY LINE

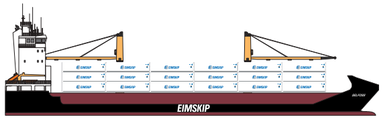


BLIKUR
Built 2003
TEU 505
GT 4,448

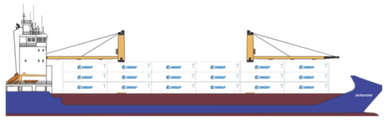


LÓMUR
Built 2001
TEU 505
GT 4,454

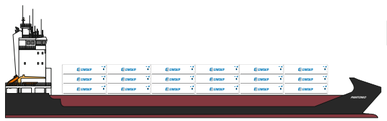
GREEN LINE



SELFOSS
Built 2008
TEU 698
GT 7,464



SKÓGAFOSS
Built 2007
TEU 679
GT 7,545



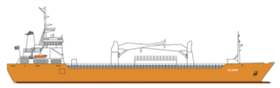
PANTONIO
Built 2007
TEU 698
GT 7,545

VESSEL FLEET

22 vessels in operation, 13 own and 9 chartered

Own vessel Chartered vessel

ORANGE LINE



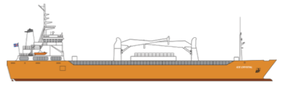
VIDFOSS
Built 1990
Reefer (bulk)
GT 3,625

HOLMFOSS
Built 2007
Reefer
(bulk/TEU24)
GT 3,538

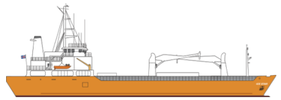
POLFOSS
Built 2008
Reefer
(bulk/TEU24)
GT 3,538

SVARTFOSS
Built 2005
Reefer
(bulk/TEU48)
GT 2,990

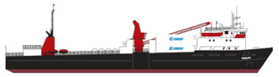
OTHER OPERATIONS IN THE NORTH ATLANTIC



LANGFOSS
Built 1991
Reefer (bulk)
GT 3,625



STIGFOSS
Built 1990
Reefer (bulk)
GT 3,625



NORDVÅG
Built 1979
Reefer(bulk/TEU44)
GT 2,854

LAXFOSS
Built 1995
Bulk cargo
GT 1,682

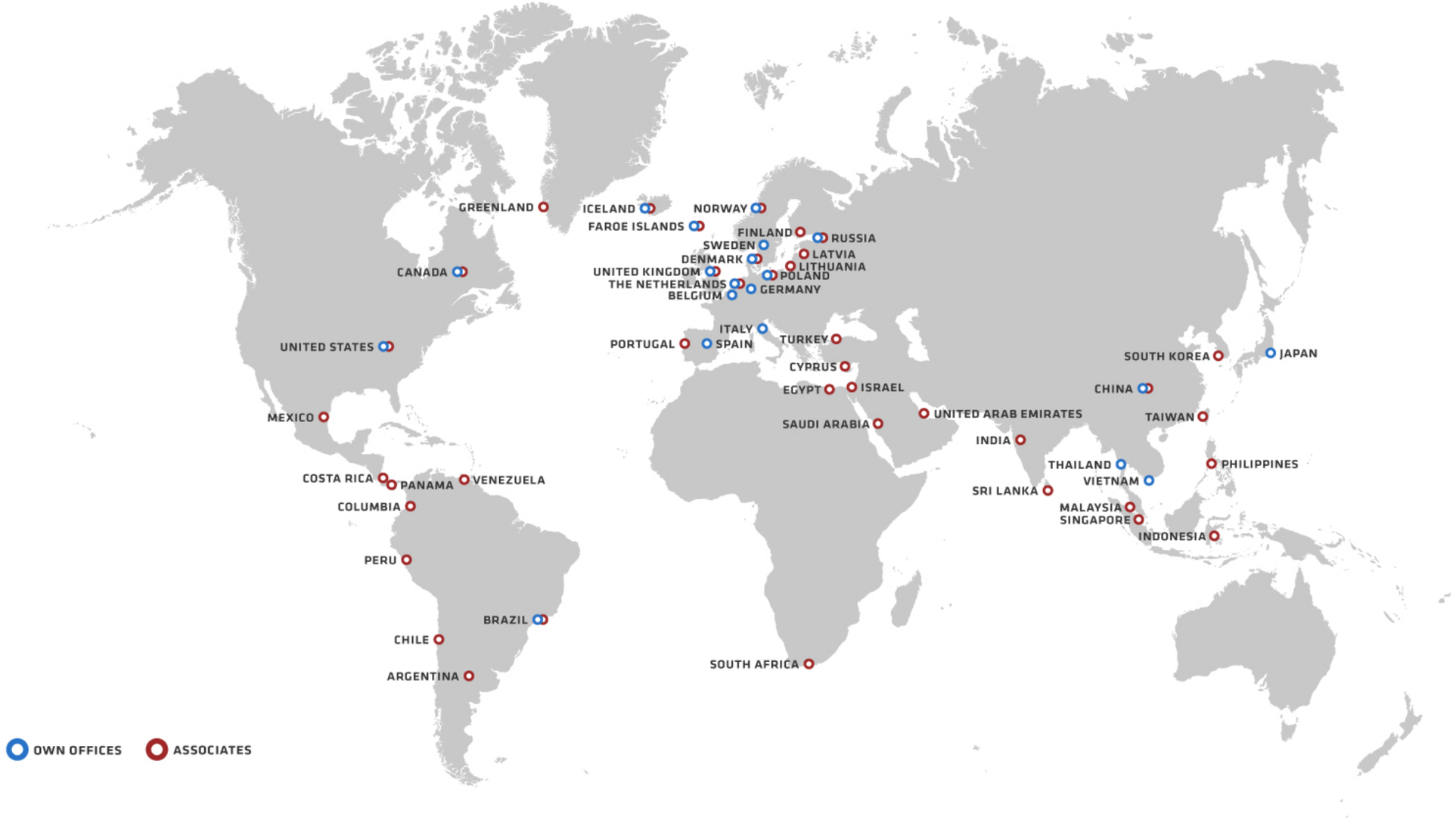
HERJÓLFUR
Built 1992
Ferry
GT 3,354

BALDUR
Built 1979
Ferry
GT 1,677

SÆRÚN
Built 1978
Ferry
GT 194

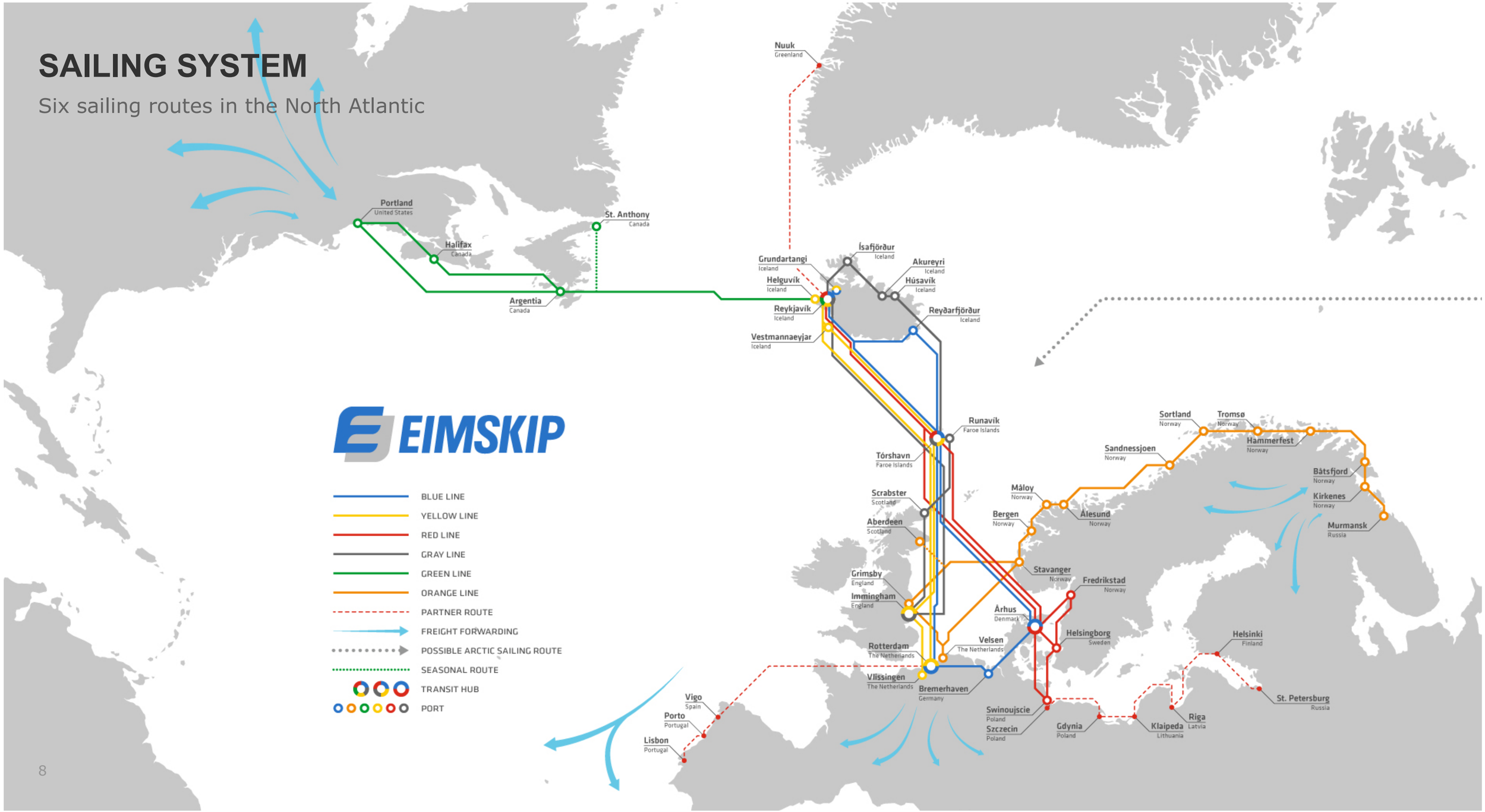
GLOBAL NETWORK

Own offices in four continents and a worldwide network of associates

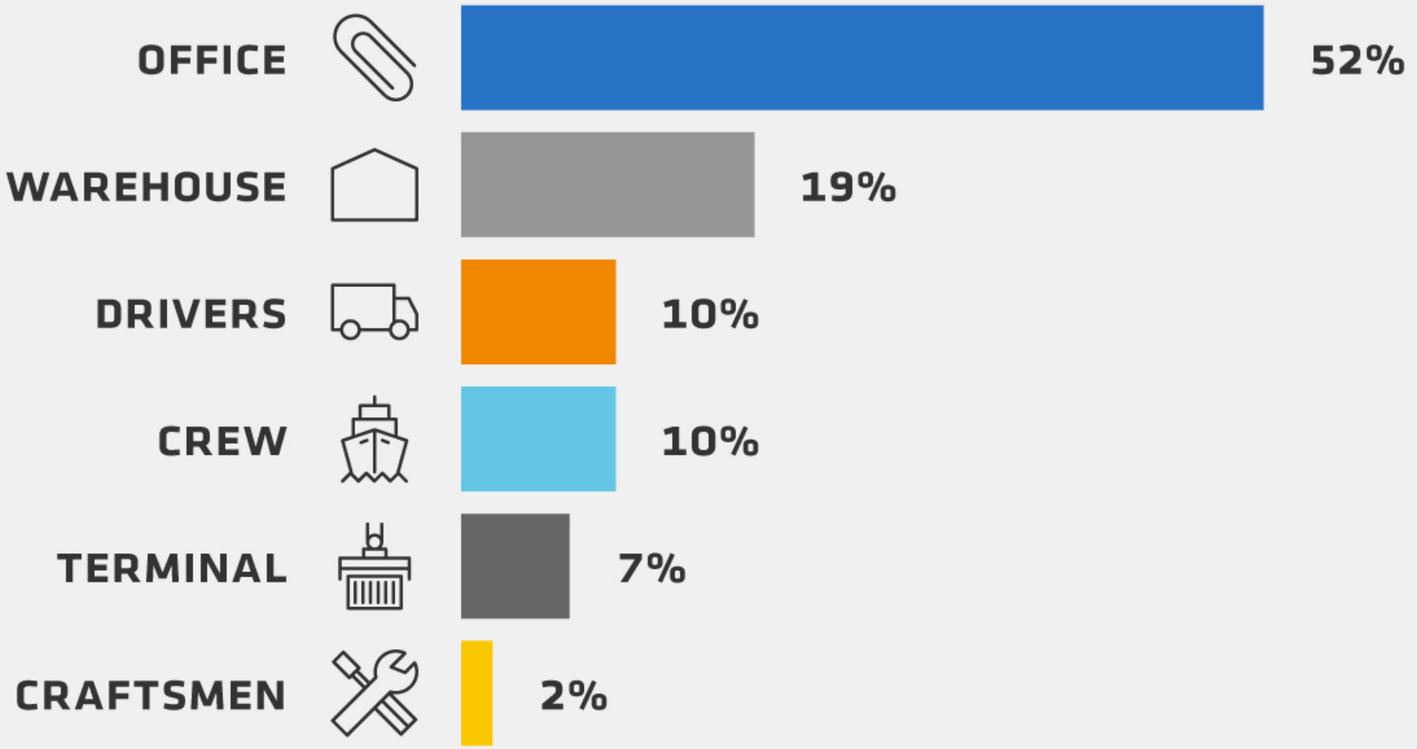


SAILING SYSTEM

Six sailing routes in the North Atlantic



DIVISION OF WORK



EIMSKIP

PROJECTS

PROPOSAL OF PROJECTS

1. CONTAINER STOCK MANAGEMENT

2. REFURBISHING OF CONTAINERS AND PALLETS

3. DIGITAL B2B MARKETING

CONTAINER STOCK MANAGEMENT

- Main objective:
  - To look into finding the best available container stock management program with focus on reduced cost, good inventory control, good track and trace and much better administrative capabilities.

- Emphasizing:
  - To evaluate Eimskip´s position
  - Map Eimskips inventories
  - Map Eimskips total cost
  - Purchase vs lease
  - System to control

REFURBISHING OF CONTAINERS AND PALLETS

- Main objective:
  - A lot of containers and pallets are being scrapped today and this project is about the idea to refurbish these two items containers and palltes to be re-used for the good of the environment

- Emphasizing:
  - Possible usage of containers and pallets
    - Container: Housing, storage, restaurants, growing vegetables etc
    - Pallets: Furniture, wood floors etc
  - Innovation, list of all possibilities
  - How can it connect with Eimskips Social Responsibility?

  - https://www.google.is/?gws_rd=cr&ei=btzcWITAE4XXarXAgZAH#q=container+houses&*

  - https://www.youtube.com/watch?v=_zSVSIWmSkY

  - https://www.google.is/search?q=pallets+furniture&espv=2&source=lnms&tbm=isch&sa=X&ved=0ahUKEwj_9bO7gv7SAhVJF8AKHVp6Dk0Q_AUIBigB&biw=1137&bih=735

EIMSKIP

DIGITAL MARKETING B2B

- Main objective:
  - Analyse of the opportunities in using and implementing B2B digital marketing strategy for Eimskip.
  - Aim for the best sources in B2B Marketing

- Emphasizing:
  - Benefits
  - Measurements
  - Optimization Resources

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