

# Thinking outside the logistics box

Hungary has become a prime location for outsourcing and this has led to an increased demand for premium quality logistics services. HORVÁTH RUDOLF INTERTRANSPORT KFT. has become one of the country's largest companies, and is set to conquer the EU.

## HORVÁTH RUDOLF

HORVÁTH RUDOLF INTERTRANSPORT KFT. began life as an in-house trucking company for its owners, the HORVÁTH Family, who have a long history of melon farming. Gradually, the company became involved in transport contracts for other companies and, in 1986, a new idea was born – to establish a national and international logistics firm to cover the whole of Hungary, Western Europe, and beyond. In 1995, the firm was re-established as a limited company, and by 2003 it had already achieved many of the founders' original objectives. Besides the continuous developing of the headquarters' building in Gyöngyös, which houses dispatchers and administration, a state-of-the-art logistics centre covering 6,000 m<sup>2</sup> and a further logistics centre in Hatvan which covers 10,000 m<sup>2</sup> have been established.

The logistics concern employs 500 people, mostly drivers, who receive an attractive salary, with extensive employee benefits. The turnover at the end of the company's first year of incorporation was 164,000 EUR. By the end of 2007 this had risen to 34 million EUR, with a recorded profit of 12% of turnover – some 2.7 million EUR.

HORVÁTH RUDOLF INTERTRANSPORT KFT.'s Financial Manager, Ernő Kis, was headhunted by the company for this position. His role in the firm is wide-ranging and well beyond the description of his official title. He is also responsible for operational and strategic management, investment decisions and capital spending. Mr. Kis enjoys his remit and the challenges that it brings. Before joining HORVÁTH

RUDOLF INTERTRANSPORT KFT., Mr. Kis was the CEO of an aluminium company. He has a business and management diploma as well as a technical diploma. The logistics company utilises its own fleet, as well as externals in times of peak demand. Its state-of-the-art online GPS technology is



The new logistics centre in Gyöngyös

connected to the Internet portal so that customers can see where their cargo is at any given time. The warehouses are temperature and humidity regulated and occupy several floors. This ensures that HORVÁTH RUDOLF INTERTRANSPORT KFT. can simultaneously handle a complete range of cargos, with varying requirements. The different zones are monitored 24/7, ensuring that freight is kept stored in optimum conditions.

The fleet is comprised of 250 24 t trucks, 300 trailers and nearly 50 0,5 to 3,5 t lorries/vans. "The fleet is continuously growing," declares Mr. Kis. "All of our trucks comply with

Euro-5 norms and have an average age of just two years." Each unit is equipped with a GPS tracking, messaging and navigation system. "With this system we can track the position and status of our entire fleet as well as the loads that each truck is carrying," explains Mr. Kis. "We can also see the vehicle's speed, onboard

computer diagnostics, stopping times, fuel level and the state of the cargo."

HORVÁTH RUDOLF INTERTRANSPORT KFT. has gained ISO 9001 and 14001 certifications and is preparing the ISO 18001 certification so that the company will become one of the few logistics companies in the world to have gained all three. This high level of certified quality in its task execution and management practices has led to companies like Bosch becoming one of HORVÁTH RUDOLF INTERTRANSPORT KFT.'s most important clients. The company has earned a string of awards in recognition for

its high quality of service – Business of the Year 2005, Business Superbrand 2008, and is ranked 256th in Hungary's league of companies by economic indexes. Many of its clients are drawn from the car industry (50-60%) and the electronics industry. Among many others, its references include Samsung Kft, Philips Kft, Robert Bosch, Electrolux, Audi, BMW, Volkswagen Logistics, Michelin, among others. The company delivers 99% of its loads to destinations all over Western Europe, from Finland in the north to Spain in the south. "We offer our clients a premium service and we deliver each load punctually," declares Mr. Kis. "The company's owners have an extraordinary market sense and this has enabled them to develop the company step-by-step without any need for advertising. Many of our customers have been with us for over ten years. The owner, Rudolf Horváth, has a superb reputation and his name is our clients' guarantee of continuous, high quality. The HORVÁTH Family's slogan is, 'Think outside the box, think audaciously' and, by following this, the company will continue its rapid expansion during the coming years." ■

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