

Comparative Analysis of B2B/B2C E-Commerce Logistics and Freight Forwarding Optimization for Saudi Arabia

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Abstract: This research examines the operational differences between B2B and B2C e-commerce flows, focusing on SABER regulatory requirements in Saudi Arabia. It analyzes freight-forwarding challenges and evaluates direct versus indirect shipping routes from the Far East to Saudi Arabia. The study demonstrates that optimized routing and consolidation strategies can reduce lead time by 6–12 days and improve supply chain reliability.

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I. INTRODUCTION

E-commerce has reshaped global trade in the GCC region. Saudi Arabia enforces strict regulatory controls such as SABER to ensure product conformity. For China-sourced goods, logistics efficiency and compliance are critical. This paper compares B2B/B2C flows and evaluates freight-forwarding options, including consolidation strategies.

II. B2B VS. B2C E-COMMERCE PROCESSES

B2B shipments involve bulk cargo, often FCL or large LCL, requiring mandatory SABER certification and extensive documentation. B2C operations involve smaller parcels through courier networks and usually do not require SABER for personal items. This distinction affects logistics cost, lead time, and compliance obligations.

III. GLOBAL FREIGHT FORWARDING CHALLENGES

Importers sourcing from China face port congestion, transshipment delays, limited direct sailings to Dammam, high UAE-to-KSA trucking costs, and seasonal container imbalance. Optimizing routing decisions is essential for cost-effective and timely deliveries.

IV. DIRECT VS. INDIRECT SHIPPING TO SAUDI ARABIA

Indirect routing via Jebel Ali averages 16 days to UAE plus 7–8 days for clearance and trucking to KSA, totaling 23–24 days. Direct Dammam routes average 18 days with 5 days

clearance, totaling around 23 days but without transshipment risks.

Direct routes, even if \$200 costlier, save 5–6 days by avoiding delays. Indirect routes are preferred when direct sailings are limited or consolidation is needed.

V. SUPPLIER CONSOLIDATION IN CHINA (CFS → CY STRATEGY)

Purchasing from multiple suppliers increases cost, lead time, and documentation complexity. Consolidation collects goods at a CFS warehouse, combines them, and ships as a full CY container. This reduces domestic delays and customs complications, saving 10–12 days compared to multiple LCL shipments.

VI. DISCUSSION

E-commerce model selection, SABER compliance, routing choices, and consolidation strategies directly influence logistics performance. Even small improvements in transit time enhance inventory turnover and operational stability for Saudi importers.

VII. CONCLUSION

Efficient logistics planning is essential for Saudi importers. B2B requires SABER, while B2C is typically exempt. Direct Dammam services and supplier consolidation reduce lead time by 6–12 days, improving supply chain efficiency.

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