

Feasibility Study for Logistics Park



Client Overview

Industry leaders in designing and manufacturing Specialty Heat Recovery and Distillation equipment.

Problem Statement

The client was keen in entering the fast growing logistics market as a logistics service provider. ThinkLink was engaged as a consulting partner to help the client understand the India logistics market and create a successful market entry strategy.

Methodology and Key Deliverables

ThinkLink conducted a detailed feasibility study for the client to evaluate the logistics market in India and created a go-to-market strategy to considering the client's overall vision and strategic goals.

Some of the key deliverables of this assignment included:

- Profiling the logistics sector within India - specifically the warehousing space and demand for these services in Delhi/NCR Region.
- Location analysis for suitable operations keeping in mind that it is road served.
- Establish Project Cost (including components) and linked revenue and profitability projections.
- Develop a land requirement and utilization plan for setting up the logistics park and warehouse operations.
- Propose a high level marketing plan.
- Outline an implementation plan that included setting up information systems for tracking inventory and managing operations.
- Identify key risks and plan mitigation actions.

Key Benefits

ThinkLink's comprehensive study helped the client make a final call about the land acquisition required for this facility basis the key criteria such as demand, costs, compliance, employment pool, and available infrastructure.