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.