

Situation: Client was an International business conglomerate involved in business of logistics and supply/demand chain management, development and marketing of software products, and BPO services, and it was facing a period of rapid expansion and growth both within and outside India. Client was looking to open several FTWZ (Free Trade Warehousing Zones) in India, and one in a Middle-East country. It was looking for knowledge driven insights that enable it to make timely and informed strategic decisions. Client had already identified several companies for setting up operations in its FTWZ. Knowledgefaber was needed to understand the potential customer base (large corporations with demand for warehousing and logistics infrastructure) in detail and also understand other FTWZs that are operational around the world, Knowledgefaber was required to do filtering and ranking of these companies

Process, Insight and Advice:

Knowledgefaber identified several parameters for filtering out the potential customer list provided by the client. Information gathered was such that it was considering logistics and warehousing need of clients existing needs as well as their future plans. For this purpose Knowledgefaber looked at these company's manufacturing/assembly locations, benefits provided by FTWZs/warehousing facilities currently being used by them, location of supplier base of the company's present manufacturing or other sourcing operations, uneven/seasonal demand pattern of the products of the company. A mix of primary and secondary research was used for gathering these sets of information's.

Knowledgefaber did several interviews with all the entities involved in the day to day operation of the companies, which includes Suppliers, Supply Chain Managers, Manufacturers, and others in order to understand logistics and warehousing needs of a company.

A modeler was prepared using all the identified parameters, and based on the information collected; a list of top priority companies was generated by Knowledgefaber. Now each of these companies was studied in detail to prepare a sales pitch report for client to use. A list of benefits provided by FTWZ of client was prepared, which was then compared with the some of the major FTWZ located within and around India.

Output:

A final list of companies which came out to be most suitable for the client's requirement was prepared and shared with marketing and operational team of the client; this helped them in getting new business from these companies.