

Case Studies: Joint opportunity targeting and go to market plan by a leading asset light 3PL player and asset heavy transportation service provider

We did a opportunity assessment, targeting, positioning, JV creation and implementation roadmap for industry specific end-to-end rail based transportation and terminal centric warehousing solutioning for the above companies



Industry

- Logistics & Supply Chain

Business Scenario

- End-to-end industry specific rail based transportation and warehousing opportunity
- Favourable government regulation in transportation and warehousing

Our Solution

- Target industries, services identification and rollout plan

Benefits

- Opportunities and services identified, implementation plan established

Background

- The client are leading end-to-end asset light 3PL player and asset heavy transportation service providers in India
- They have expertise in contract logistics, project logistics, rail based transportation and warehousing solutions

Business Scenario

- There are significant inefficiencies in the Logistics space in India, and a rail based end-to-end solution does have the capability to make an impact at an industry level
- A move from road based to rail based transportation solution along with warehousing and value added services will bring some of the industry level best practices in India and improve competitiveness of some Indian industries
- Changing government regulation in transportation and warehousing space created significant opportunity in organized warehousing and rail based transportation solutions

Our Solution

- We carried out the opportunity assessment and scope identification exercise to come up with the following recommendations around
 1. Target industries, 2. Target end-to-end service offerings, 3. Working structure of the JV, 4. Investment plans and shareholding pattern for the players
- Organizational structure of the JV, and JV creation and implementation plan was also established

Benefits

- Joint targeting strategy of certain industry specific end-to-end opportunities were created
- Organizational structure and JV implementation plan was established for speedy execution