

Case Studies: Market entry and growth strategy for the logistics organization of a leading Middle East conglomerate

Aqua MCG developed the organization strategy for an opportunity size of USD 10 B covering 12 countries



Industry

- Multi-Industry

Business Scenario

- USD 4.8B in revenues
- ME 3PL Strategy, implementation

Our Solution

- 3 Phased: Opportunity assessment and strategy, Organization design and roadmap, implementation support

Benefits

- Entry into one of the fastest growing logistics markets

Background

- The client is a multi-dimensional, vastly diversified organization, standing today as a pre-eminent corporate entity in ME. USD 4.8 Billion in revenues, 45,000+ people
- They have established presence in engineering & construction, trading & shipping, manufacturing & assembly, facilities management, environment & automobiles, retail & leisure and corporate services
- We were chosen by the client to be their partner based on our strengths in strategy consulting, supply chain consulting and organization design & setup

Business Scenario

- Currently, total logistics services offered to their existing clients is almost USD 500M.
- The client sensed opportunity in ME 3PL market and wanted to have ME strategy defined for a new consolidated logistics organization.

Our Solution

- Aqua adopted a 3 phase engagement approach.
 - Phase I – ME 3PL Opportunity assessment, market entry strategy and growth strategy
 - Phase II – Plan for internal consolidation, Organization design, setup, function level planning and 3 year holistic implementation roadmap
 - Phase III – 3 year program management and implementation support
- Team comprising strategy , organization design consultants and logistics experts

Benefits

- Opportunity for the client to enter into one of the fastest growing logistics markets in the world
- Strategy, organization design and roadmap to realize this opportunity