

Case Studies: Port Centric warehousing strategy for a Leading Indian Logistics Service Provider

We created a port centric warehousing strategy to position our client a leading player in end-to-end 3PL space and achieve a revenue target of INR500 crores in 5 years from warehousing. The estimated payback period on the investment is 4.5 years.



Industry

- Logistics & Supply Chain

Business Scenario

- Port centric warehousing opportunity
- INR 500 Crores in revenues in 5 years from warehousing

Our Solution

- Warehouse locational strategy, target industries, services

Benefits

- Warehousing strategy roadmap
- Investment & ROI assessment – 10 year NPV of 496 crore, Payback period of 4.5 years

Background

- The client is a leading freight forwarding and contract logistics service provider in India
- They have industry level expertise in Freight forwarding, project logistics and customs clearance

Business Scenario

- The client is looking to become a globally renowned end-to-end logistics service provider and supply chain partner
- The client wants to invest in value added port centric warehousing, which complements its existing freight forwarding business, and which is also an important component of its end-to-end value proposition
- A strong India growth rate has also created unforeseen opportunity in port centric warehousing that needs to be addressed

Our Solution

- We adopted a systematic and methodical approach to address the opportunity
 1. Customer Need Identification, 2. Industry Opportunity identification, 3. Current state of the market, 4. Competition Landscape, 5. Aqua's positioning and value proposition 6. Investment and ROI assessment
- A detailed warehousing locational strategy, target industries & services ,and rollout plan was created

Benefits

- Value based warehousing strategy defined, and implementation plan was created
- ROI assessment helped in justification of business and investment plan - 10 year NPV of 496 crore, Payback Period of 4.5 years