

KTR Capital Partners

Port of Houston Area Warehouse Location

Business Challenge

KTR Capital Partners, a large national industrial real estate investor and developer, was considering in 2005 to build a 900,000 sq. ft. warehousing facility within 10 miles of the Port of Houston. KTR Capital Partners realized that they needed to hire a Supply Chain Consulting firm to conduct a Warehouse Location SWOT Analysis of the potential site prior to agreeing to make the major investment.

How WCL Consulting Helped

WCL Consulting with its extensive experience and knowledge in warehouse site selection analysis processes developed the approach for the Houston area SWOT assessment. Components analyzed included:

Part 1: Port Global Supply Chain Stakeholders Analysis

- Ocean Carriers
- Port
- Marine Terminals
- Harbor Drayage
- Third Party Logistics Providers
- Customhouse Brokerage and Freight Forwarding
- Intermodal Marketing Services
- Rail Intermodal
- Over-the-Road Trucking
- Small Parcel
- Air Freight

Part 2: Warehouse Location Factors Analysis

- Degree of intramodal (within a specific mode) and intermodal (between different modes) transportation competition
- Identify outbound transportation services availability/capability
- Location to and mileage to key markets
- Inbound and outbound transportation costs comparison
- Balance or imbalance of freight
- Dependability / consistency of transportation services
- Shipment time-in-transit
- Ability to provide door-to-door service
- Flexibility by service providers

