

NYK Logistics (2)

Pacific Northwest Port of Entry SWOT Analysis

Business Challenge

NYK Logistics is a major global logistics provider group consisting of steamship lines, custom house brokers and freight forwarders, intermodal marketing services, trucking and warehousing operations. As NYK Logistics was analyzing their North American strategies they felt that an additional study on the Pacific Northwest (PNW) Goods Movement Stakeholders Capabilities would be valuable.

How WCL Consulting Helped

WCL Consulting conducted an in-depth PNW Goods Movement Stakeholders Capabilities study which included the following components:

Part I: Micro-Assessment - Global Supply Chain Stakeholders Capacities and Expansion Strategies

- Ports
- Ocean Carriers
- Marine Terminals
- U.S. Customs
- Customhouse Brokers / Freight Forwarders
- Harbor Draymen
- 3PL – Warehousing
- TL and LTL Trucking
- IMC
- Rail Intermodal

Part II: Macro-Assessment - Goods Movement Infrastructure

- Port Congestion Issues
- Infrastructure Chokepoints
- Highway and Rail Infrastructure Improvement Plans
- Volume Forecast

NYK Logistics used the WCL Consulting PNW study in enhancing their business model for North America.