

## Watson Land Company

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# Industrial Park Warehouse Tenant Survey

### Business Challenge

Watson Land Company is among the largest industrial real estate developers in Los Angeles County and one of the largest industrial developers in the nation. Presently they own, manage or lease approximately 12 million square feet of buildings. Watson Land Company wanted to identify from their warehouse tenants' viewpoint any potential additional services they might provide to their industrial park tenants. Watson wanted to answer the strategic question, "What value-added services could we provide which would help our warehouse tenants' businesses and make it more attractive to operate in the Watson Land Company's industrial parks.

### How WCL Consulting Helped

WCL Consulting with its extensive knowledge of warehousing operations and challenges developed a tenant interview questionnaire with Watson Land Company's input. The questionnaire covered such areas as:

- How would you rate the ease of doing business?
- How would you rate the service quality provided?
- How would you rate the quality and effectiveness of communication with Watson Land Co.?
- How would you rate the proactive approach?
- What are some improvement ideas?
- What do we do well?
- What trends in your industry will have the most effect on logistics products and services you will need in the future?
- What are your most significant business challenges?
- What could Watson Land Co. do to help you meet these challenges?
- What is the greatest source of your competitive advantage? What can Watson Land Co. do to enhance it?

The WCL Consulting team conducted interviews of warehouse tenants which highlighted many of the warehouse operations challenges faced by importers, exporters, 3PLs, distributors, and trucking companies. Survey information was used by Watson Land Company to enhance their business strategy and gain competitive advantages.

