



Case Study: Freight & Logistics

Multinational Logistics Company: Addressing Freight & Logistics Uncertainties

Navigating uncertainties in the New Zealand market.

PROJECT SUMMARY

LOCATION

Oceania

INDUSTRY

Logistics, Freight & Parcel

TMX partnered with the client to address uncertainties in the New Zealand Freight and Logistics market by leveraging extensive expertise, conducting a thorough market examination, and identifying potential synergies.

Client Challenges

Market competitive environment: Lack of clarity regarding the current competitive environment in the New Zealand Freight and Logistics market.

Freight flow ambiguity: Uncertainty about the flow of freight both inbound and outbound from New Zealand, including domestic movements through the road and rail network between the North and South Islands.

Value proposition uncertainty: Ambiguity surrounding the value proposition of a target logistics business and its partnerships, and how this business leveraged the New Zealand Freight and Logistics network for competitive advantage.

Strategic acquisition assessment: The challenge of determining whether the acquisition of the target business would offer strategic value to the client.

Solution

The TMX report received praise from client's teams, guiding New Zealand investment decisions to position the business for growth. TMX recommended continued due diligence of the target business and alternative market entry approaches to mitigate risk.

Additionally, TMX provided valid TEU figures for both import and export container freight based on consignee/consignor information, which is not typically readily available. This assisted the client in evaluating the market size and understanding how a potential acquisition of the target business might influence this, considering their current customer portfolio.

Approach

TMX strategically tackled the client's challenges by:

- Conducting a comprehensive examination of the New Zealand Freight and Logistics market.
- Utilizing people and expertise capabilities, including database IP.
- Engaging with the broader logistics service provider community in New Zealand.
- Identifying four potential opportunities for synergies between existing intermodal hubs and future infrastructure plans in the North and South Islands.
- Providing the client with valuable insights for future network optimization.

Transform your supply chain

TMX Transform is an end-to-end supply chain consultancy, providing expert advice and practical, innovative solutions to businesses globally.