

Business Feasibility Study of Automotive Sub-Assembly Warehouse

Client: APL Logistics Svcs (Thailand) Ltd.
Period of Appointment: 2004



AMP was commissioned to conduct a business and financial feasibility study of APLL's new sub-assembly warehouse. Major Tasks are marketing study, both in automotive and related logistics businesses, including engineering assessment (conceptual traffic management plan within the warehouse), financial and risk assessment. Application of this study are to support corporate decision whether to invest in this industry.

