



## ***Example MMS FCCP Project in Market Entry Strategy***

**Client:** Manufacturing  
**Project:** Expansion Site Selection

# This project for a manufacturing firm focused on identifying the optimal location for western expansion

## Background

- Client: A manufacturing and logistics company servicing clients across the United States from current hubs on the East coast
- Client wanted to reduce freight costs by building a new distribution center closer to Western US clients

## Project Objective

- The objective of this project was to **identify the optimal location in the Western US for a new distribution center**

## Key Deliverable

The students produced a final report for the client that included:

- Site selection recommendation
- Site rankings and data analysis on all considered locations
- Phased implementation plan for final site confirmation and expansion



*Fuqua MMS Student Team at client visit*

# Students used several frameworks in their analysis, including: MCDA scoring, total landed cost modeling, network / center-of-gravity, labor & real-estate benchmarking, sensitivity analysis, and a phased implementation plan

Examples of frameworks and approaches used

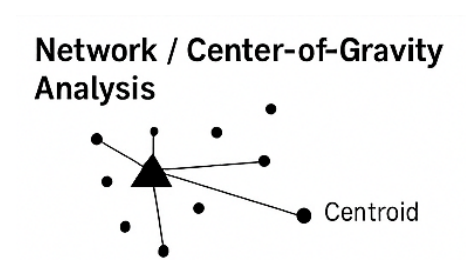
**Multi-Criteria Decision Analysis (MCDA) / Weighted Scoring**

Criteria	Location A	Location B	Weights	Scores
Logistics				
Costs				
Labor				
Suppliers				
Risk				

Scores

## Multi-Criteria Decision Analysis (MCDA)

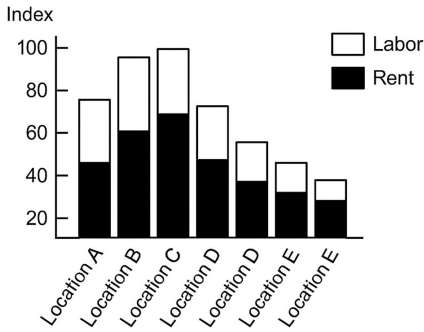
- Standardized criteria across logistics, costs, labor, suppliers, and risk
- Applied weights agreed with the client team
- Produced an overall rank for each candidate location



## Network Analysis

- Estimated a geometric best-location relative to customers & suppliers
- Triangulated with MCDA and cost results
- Stress-tested against future demand-shift scenarios

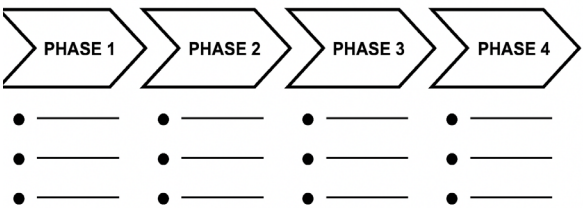
## Labor & Real-Estate Benchmarking



## Labor & Real-Estate Benchmarking

- Benchmarked labor availability, wage indices, and required skills
- Compared rent / \$ per sq. ft. & utilities across markets
- Used indexed values (not raw \$) to protect confidentiality

## Phased Implementation Plan



## Phased Implementation Plan

- Phase 1–4 roadmap (e.g., 0–12, 12–24, 24–60 months)
- Sequenced site selection, permitting, build-out, ramp-up
- Clarified immediate next steps vs. longer-term scaling

5 weeks is dedicated to project clarification and student manager planning in October-Nov before MMS students complete project analysis over 5 weeks in Jan-Feb

