



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

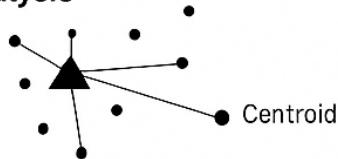
Multi-Criteria Decision Analysis (MCDA) / Weighted Scoring

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

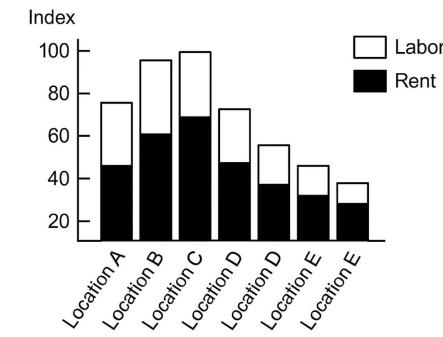
Network / Center-of-Gravity Analysis



Network Analysis

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

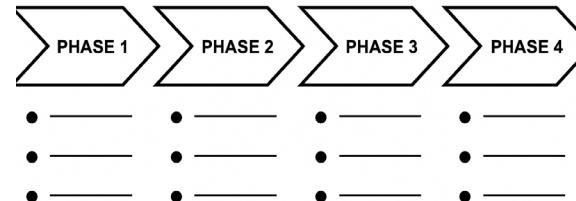
Labor & Real-Estate Benchmarking



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

Activity	2025												2026							Responsible	Assisting	
	Oct	Nov				Dec				Jan				Feb								
	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23				
Contract Finalization	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23	Client	FCCP Office		
Project Refinement	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23	Student Manager (EM)	Client		
Project Planning	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23	Student Manager (EM)	Client		
Winter Break	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23				
Project Execution	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23	MMS Student Teams	Student Manager (EM)		

Timeline details:

- Contract Finalization:** Oct 27 - Nov 23. Responsible: Client. Assisting: FCCP Office.
- Project Refinement:** Oct 27 - Nov 23. Responsible: Student Manager (EM). Assisting: Client. Includes "Client / EM meetings" on Nov 10 and 17.
- Project Planning:** Oct 27 - Nov 23. Responsible: Student Manager (EM). Assisting: Client. Includes "Client / EM meetings" on Nov 15 and 22.
- Winter Break:** Dec 26 - Jan 23.
- Project Execution:** Jan 26 - Feb 23. Responsible: MMS Student Teams. Assisting: Student Manager (EM). Includes "Client / MMS meetings" on Jan 26, 29, and 05, and "Final Presentation (90 min)" on Feb 02.