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Tallinn 2024

Contents

[1 Task 3](#_heading=h.gjdgxs)

[2 Brief and theoretical part 4](#_heading=h.30j0zll)

[2.1 Number and Location of Parcel Machines 4](#_heading=h.1fob9te)

[2.1.1 Allocation: 4](#_heading=h.3znysh7)

[2.1.2 Reasoning: 4](#_heading=h.a1quvcm5pzdp)

[2.2 Parcel Machine Locations 5](#_heading=h.2et92p0)

[2.2.1 Types of Locations: 5](#_heading=h.pzk1342t38yi)

[2.2.2 Reasoning: 5](#_heading=h.u3cvqq5xpx44)

[2.3 Presentation Slides 6](#_heading=h.tyjcwt)

[2.3.1 Slide 1: Map Overview 6](#_heading=h.l7fjeb3eqhqy)

[2.3.2 Slide 2: Location Types 6](#_heading=h.qfkhlvrqpyhj)

[2.3.3 Slide 3: Impact and Benefits 6](#_heading=h.y5j1obe5mgxf)

[2.3.4 Conclusion 6](#_heading=h.hu9uy799ki3i)

[3. References 7](#_heading=h.ejskl04kwzb3)

# 1 Task

Lithuanian Post is planning the parcel machine expansion to Estonia and is willing to install LP EXPRESS parcel machines in this country. The goal – is to create a “high level” plan for 100 parcel machine installation.

* Think and evaluate how many parcel machines and in which cities/towns you would install. Please explain what the arguments and reasons for your choice are.
* After choosing the cities, assess the type of locations where your postal machines will be installed – are they shopping centres, shops, private plots, state institutions, parks, gas stations or else? Why do you choose these types of locations?
* Present your choices using 1-3 slides that reflect the key details of your plan.

We expect to understand your principles of thinking and analysis.

# 2 Brief and theoretical part

## 2.1 Number and Location of Parcel Machines

A strategic approach is essential considering the expansion of LP EXPRESS parcel machines to Estonia. A preliminary assessment suggests installing 100 parcel machines across various cities and towns based on population density, economic activity, and logistics convenience.

### 2.1.1 Allocation:

a. Tallinn ~394,024 population (Capital City) - 20 machines.

b. Tartu ~101,092 population (Second-Largest City) - 10 machines.

c. Narva ~ 66,980 population - 7 machines.

d. Kohtla-Järve ~ 46,060 population - 5 machines.

e. Pärnu ~ 44,192 population - 5 machines.

f. Viljandi ~ 20,309 population - 4 machines.

g. Rakvere ~ 16,736 population - 4 machines.

h. Sillamaee ~ 16,672 population - 4 machines.

i. Maardu ~ 16,630 population - 3 machines.

j. Kuressaare ~ 14,921 population - 6 machines.

k. Voru ~ 14,631 population - 3 machines.

l. Valga ~ 13,945 population - 3 machines.

m. Haapsalu ~ 11,805 population - 3 machines.

n. Jõhvi ~ 11,469 population - 3 machines.

o. Other towns (distributed) - 20 machines.

### 2.1.2 Reasoning:

This distribution allows for comprehensive coverage across major urban areas and ensures accessibility in smaller towns. Focusing on the capital and other key cities helps tap into the highest parcel traffic areas, while dispersed placement caters to a wider demographic.

## 2.2 Parcel Machine Locations

### 2.2.1 Types of Locations:

a. Shopping Centers/Malls

b. Busy Commercial Streets

c. Transportation Hubs (Train/Bus Stations)

d. Residential Areas

e. Business Districts

### 2.2.2 Reasoning:

a. Shopping Centers/Malls: High footfall areas provide convenience for users during shopping trips.

b. Busy Commercial Streets: Ensures accessibility and visibility for potential users passing by.

c. Transportation Hubs: Targets commuters and travellers, enhancing convenience.

d. Residential Areas: Locating in or near residential zones caters to the local population.

e. Business Districts: Serves the corporate community, allowing for efficient parcel pickup/drop-off during work hours.

## 2.3 Presentation Slides

### 2.3.1 Slide 1: Map Overview

Visual representation of proposed locations.

Color-coded dots indicating parcel machine placement.

Key cities highlighted for emphasis.

### 2.3.2 Slide 2: Location Types

Bar chart showcasing the distribution across shopping centres, streets, hubs, residential, and business areas.

Brief explanations of each location type.

### 2.3.3 Slide 3: Impact and Benefits

Infographics illustrate the expected impact on accessibility and convenience.

Bullet points highlighting the benefits of each chosen location type.

### 2.3.4 Conclusion

This plan aims to maximise the reach and convenience of LP EXPRESS parcel machines in Estonia, strategically placing them in locations that align with customer behaviour and usage patterns.

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