Supply Chain Analytics: Warehouse Strategic Location

Introduction

Maple syrup is considered the greatest thing made by tree. It is use as a condiment for pancakes, waffles, and French toast. Currently, Canada is the largest maple syrup producer in the world. In fact, 80% of the global supply is coming from Canada. The country produces around 80 million kg of maple syrup annually.

The Problem

A Canadian company, CAPLE, is planning to invest on this industry. They plan to source and manufacture the maple syrup in Quebec and distribute it to consumers. Based on their estimate, 80% of their products will be for export and the remainder will be allocated for Canadian market.

Since the province with the largest population is Ontario, they're thinking to build a distribution center that is strategically located in the area. It is crucial that the distribution center is located strategically to minimize the last-mile delivery cost. Hence, it should be within the city center wherein groceries and shopping centers are located.

The supply chain analytics division of the company is tasked to choose the strategic location for their distribution center. Distribution center should be located at the heart of the city wherein their key accounts are located.