



PSACentral



Team ScriptExchange



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Executive Summary: Our Winning Strategy to help into the KD Community

Problems



PSA is currently just acting as a commercial landlord



There is an untapped opportunity to build a community of tenants at Keppel Distripark (KD)

Solution



- Key Features**
- 1. Resource Exchange
 - 2. Service Platform
 - 3. Freight Market

Target Audience

Targeting:
KD Community
Companies looking to utilize Keppel Distripark

Tapping on to an **untapped market to boost PSA Revenues**

The Problem (PS1): PSA needs to go beyond being a commercial landlord by providing services that could benefit the KD community and generating revenue in the process

Opportunities



Broker

for sharing of physical resources such as warehouse space, handling equipment, trailers and pallets.



Master Service Provider

of services including supply of labour for container unstuffing/stuffing, trucking, storage, railing, permit documentations, etc.



Cargo Marketplace

For cargo consolidators and freight forwarders to buy or sell excess cargo space for various trade lanes

Who benefits?

Keppel Distripark (KD) Tenants benefit through increased operation synergies
PSA benefits through increased revenue streams
Companies looking to utilize Keppel Distripark for storage

Sources: SMU, MAS, MOE, Quark



A community platform to enhance **operation synergies** and generate **revenue** from Container Freight Stations

Key Benefits

One Stop Solution

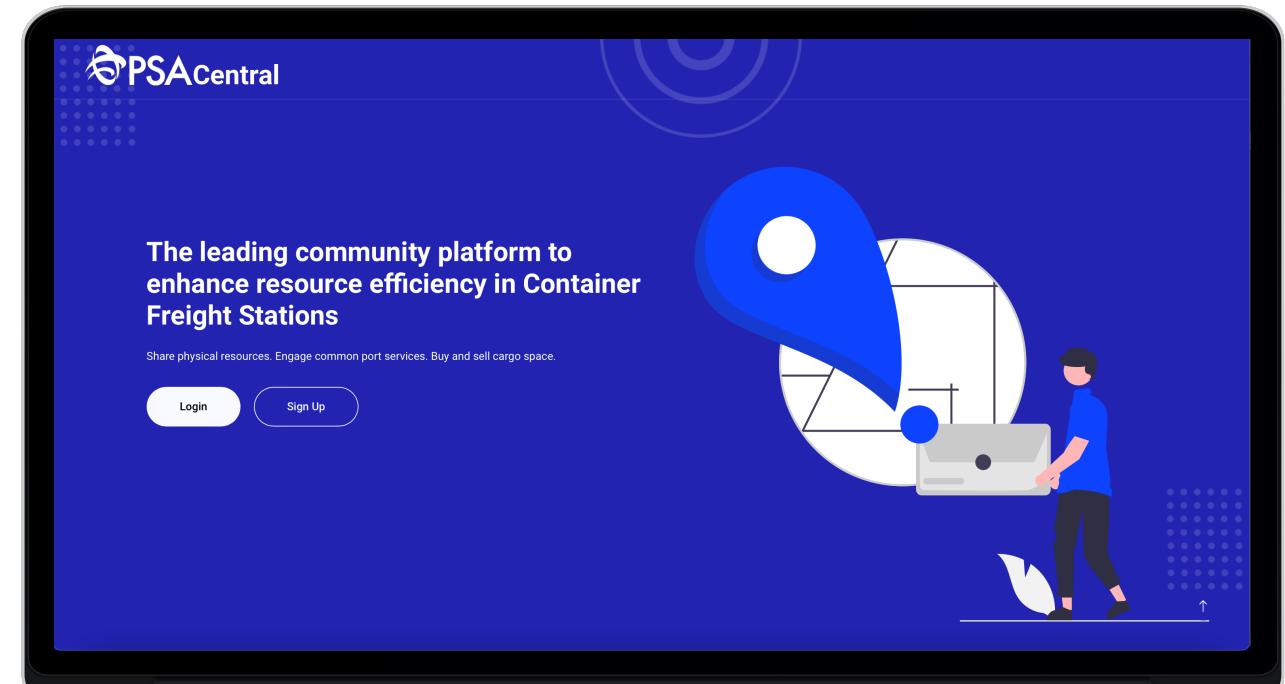
- Extensible platform
- Operation synergies

Supply Chain Digitalization

- Improve efficiency
- Minimize human-error
- Automation

Boost Revenue

- Multiple services to generate additional revenue



Resource Exchange: Sharing of physical resources between KD tenants to boost operation synergies



For Users

1

List

List items on the exchange by filling up an intuitive listing form

2

Find

Find items you need and reserve them using an elegant calendar interface

3

Manage Loans

View items that you have loaned out or are currently loaning from other tenants

The screenshot shows the PSA Central platform's user interface. At the top, there is a navigation bar with links for 'Resources', 'Services', 'Freight Market', 'Contact us', and 'Keppel Distrifpark'. Below the navigation bar, the main content area is titled 'Find Resources' with the sub-instruction 'Look for the resources you need today!'. There is a search bar with a magnifying glass icon and several filter buttons: 'Item Name', 'Date Available', 'Company', 'Min Price', and 'Max Price'. The main content area displays four resource categories in a grid:

- Warehouse Forklift** (CNL Logistic Solutions)
 - Model: Hyster 36-38T
 - Load: 5,000 pounds
 - Price: \$35 / day

[Request Resource](#)
- Electric Pallet Jack** (Gilmon CFS)
 - Model: Vestil EPT-2048-45
 - Load: 4,500 pounds
 - Price: \$20 / day

[Request Resource](#)
- Pallet** (Keppel Corporation)
 - Size: 48 x 40"
 - Available: 2,421 Units
 - Price: \$20 / week (per 100 units)

[Request Resource](#)
- Telehandler** (Keppel Corporation)
 - Model: MHE-Demag Telehandler TH412
 - Load: 2645.55 pounds
 - Price: \$20 / week

[Request Resource](#)
- Foldable Hand Trolley** (CNL Logistic Solutions)
 - Size: 40 x 25"
 - Available: 33 Units
 - Price: \$7 / week

[Request Resource](#)

Key Features

1

Forklifting

Rent available forklifts based on daily or weekly charges

2

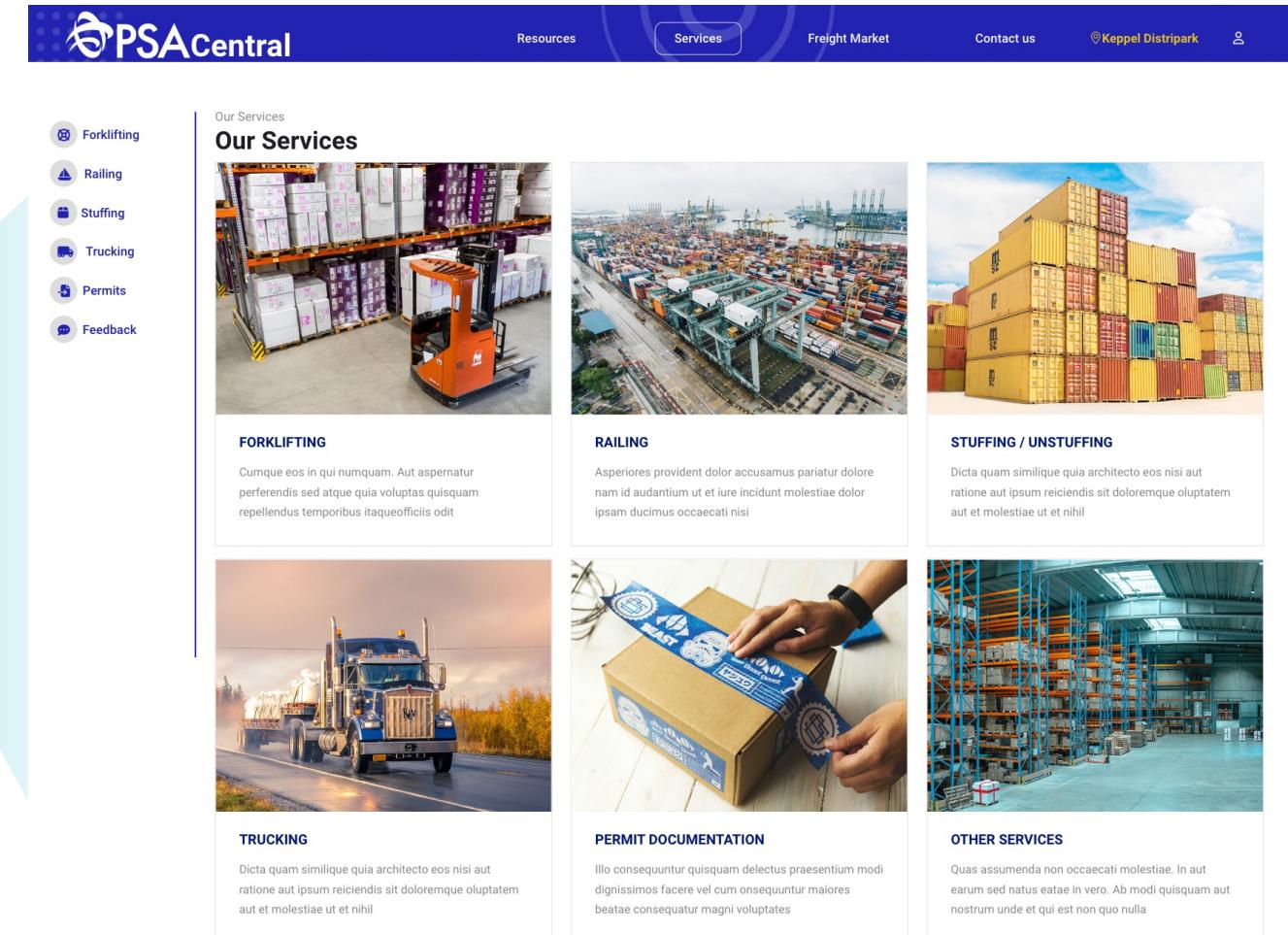
Railing

Request for railing services provided by PSA

3

Stuffing/Unstuffing

Request for stuffing/unstuffing by filling out a simple form



The screenshot shows the PSA Central website interface. At the top, there's a navigation bar with links for Resources, Services (which is currently selected), Freight Market, Contact us, and Keppel Distrifpark. On the left, a sidebar lists service categories with corresponding icons: Forklifting (forklift), Railing (boat), Stuffing (box), Trucking (truck), Permits (document), and Feedback (speech bubble). The main content area is titled 'Our Services' and features six service cards arranged in a grid:

- FORKLIFTING**: An orange forklift is shown in a warehouse setting.
- RAILING**: An aerial view of a port terminal with many shipping containers.
- STUFFING / UNSTUFFING**: A stack of colorful shipping containers.
- TRUCKING**: A large blue semi-truck driving on a road.
- PERMIT DOCUMENTATION**: A person applying a blue permit sticker to a cardboard box.
- OTHER SERVICES**: An interior view of a warehouse with shelving units.

Each service card contains a brief description in Latin.

Key Features

4

Trucking

Request for trucking services by filling out a simple form

5

Permit Documentation

Upload completed forms for swift approval from authorities

6

More to come

For Users

1

Buy

Find cargo space that meets your requirements and send a request to the provider to use the space.

2

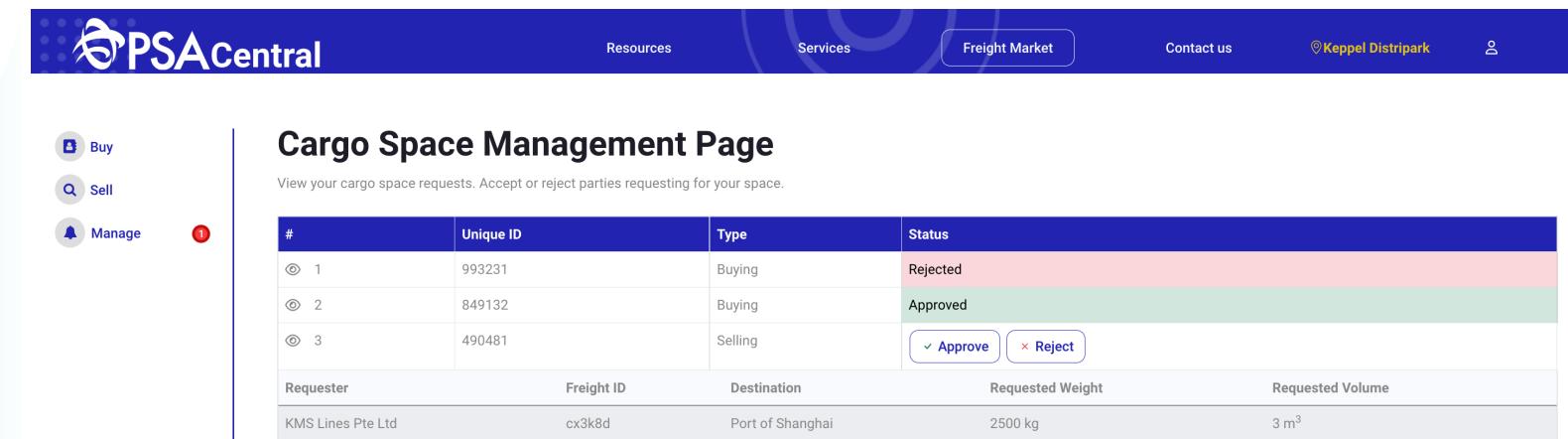
Sell

Fill the form out to list your available cargo space on the market.

3

Manage

You will be able to see all buy /sell requests under the manage page.

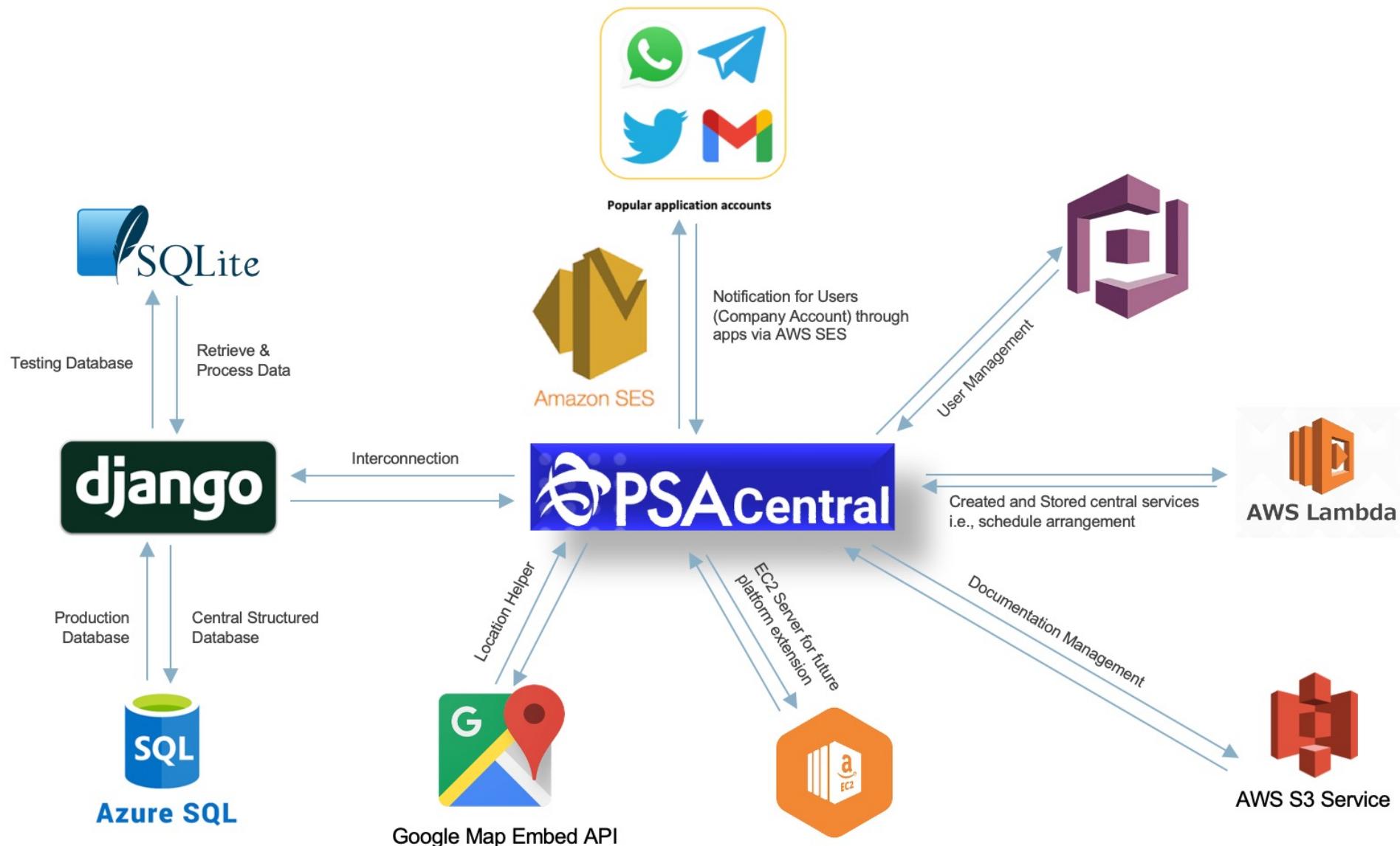


The screenshot shows the PSA Central website with a blue header bar containing the logo, "Resources", "Services", "Freight Market" (which is highlighted), "Contact us", "Keppel Distrifpark", and a user icon. Below the header is a navigation bar with "Buy", "Sell", and "Manage" buttons, and a notification badge with the number "1". The main content area is titled "Cargo Space Management Page" and includes a subtitle "View your cargo space requests. Accept or reject parties requesting for your space." A table lists three requests:

#	Unique ID	Type	Status
① 1	993231	Buying	Rejected
② 2	849132	Buying	Approved
③ 3	490481	Selling	Approve Reject

Below the table, there are columns for Requester (KMS Lines Pte Ltd), Freight ID (cx3k8d), Destination (Port of Shanghai), Requested Weight (2500 kg), and Requested Volume (3 m³).

PSACentral TechStack

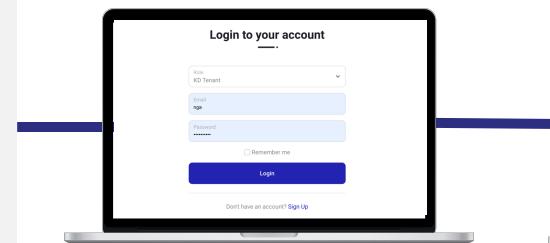


Value Propositions: Through a **user journey**, we can see the clear benefits that **PSACentral** holds for tenants



John Doe, 30
*Worker at a
Freight
Forwarder*

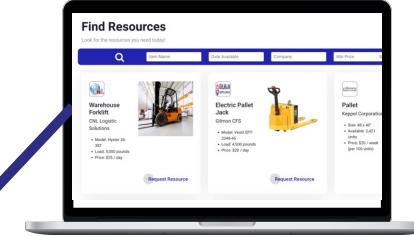
1. Looking for a one-stop platform for port services
2. Comfortable with technology



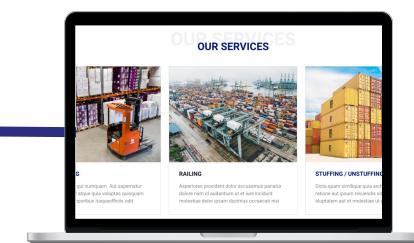
John hears about the cool features on **PSACentral** from his friends and logs on



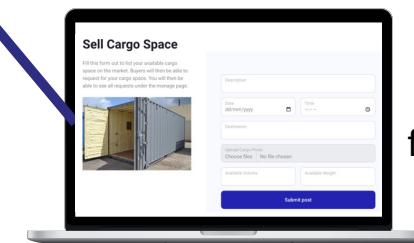
From the portal, John finds 3 types of services available to him



John can find equipment/resources he requires



John can enlist PSA for common port services



John can find the freight space he needs

Having seen the services provided by **PSACentral**, John looks forward to using the portal for his company in the future

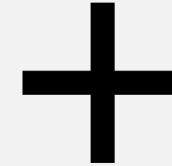
Beyond our “MVP”



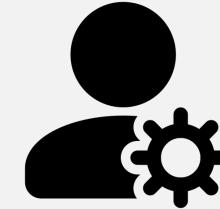
Expand Platform Services to Other Parks



Forums
Include Online Chat



Suggest More Services

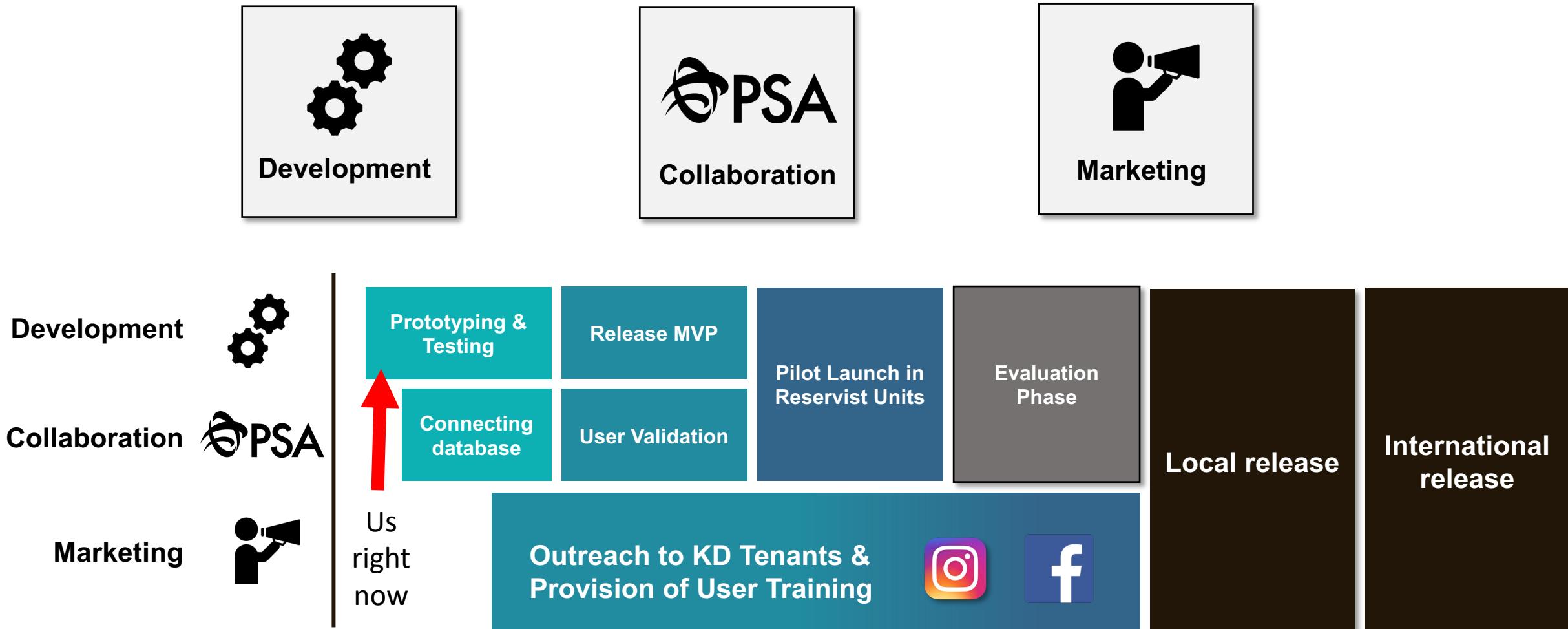


Management Portal
For PSA Admin



Have multi-
language support

Roadmap of PSA Central



An aerial photograph of a bustling port terminal, likely Singapore's Tanjong Pagar or Jurong East area. The foreground is filled with a dense grid of shipping containers stacked high on the quayside. Numerous green straddle carriers and mobile gantry cranes are positioned along the docks, some with containers attached. In the background, the city skyline of Singapore is visible under a clear sky.

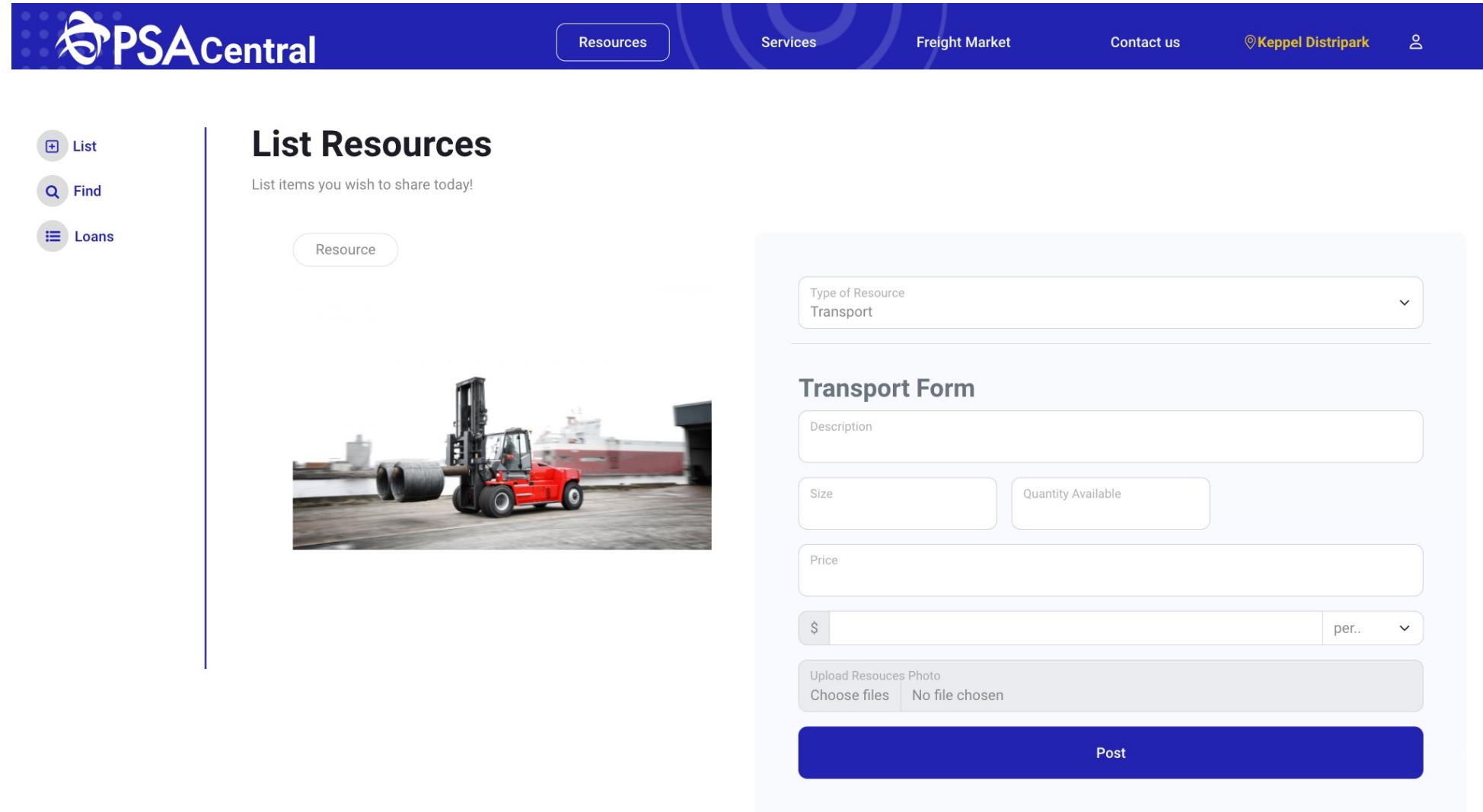
Thank You

With special thanks to:



Appendix A: Resources Pages

List



The screenshot shows the 'List Resources' page of the PSA Central website. On the left sidebar, there are three buttons: 'List' (selected), 'Find', and 'Loans'. The main content area has a heading 'List Resources' and a sub-instruction 'List items you wish to share today!'. Below this is a large image of a red forklift truck. To the right is a 'Resource' card with a dropdown menu set to 'Transport'. A large callout box labeled 'Transport Form' contains fields for 'Description', 'Size', 'Quantity Available', 'Price', and a currency input field with '\$' and 'per..'. There is also a file upload section for 'Upload Resources Photo' with a 'Choose files' button. At the bottom is a large blue 'Post' button.

Appendix A: Resources Pages

Find

Find Resources

Look for the resources you need today!

Category	Resource Type	Supplier	Description	Image	Action
Warehouse Equipment	Warehouse Forklift	CNL Logistic Solutions	• Model: Hyster 36-38T • Load: 5,000 pounds • Price: \$35 / day		Request Resource
	Electric Pallet Jack	Gilmon CFS	• Model: Vestil EPT-2048-45 • Load: 4,500 pounds • Price: \$20 / day		Request Resource
Storage & Packaging	Pallet	Keppel Corporation	• Size: 48 x 40" • Available: 2,421 Units • Price: \$20 / week (per 100 units)		Request Resource
	Telehandler	Keppel Corporation	• Model: MHE-Demag Telehandler TH412 • Load: 2645.55 pounds • Price: \$20 / week		Request Resource
Hand Tools	Foldable Hand Trolley	CNL Logistic Solutions	• Size: 40 x 25" • Available: 33 Units • Price: \$7 / week		Request Resource

Appendix A: Resources Pages

Find

The screenshot shows a modal window titled "Request Resource" for an "Electric Pallet Jack". The modal includes a product image, a provider logo (Gilmon CFS), and a detailed description with model number, load capacity, and price. Below this is a "Booking Schedule" table for the month of September 2022, showing availability and booking status for each day of the week across four time periods.

09/2022	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
3/9 - 7/9	Booked CNL Logistic	Booked CNL Logistic	Booked CNL Logistic	RESERVE Click to Reserve!	RESERVE Click to Reserve!
10/9 - 14/9	RESERVE Click to Reserve!	RESERVE Click to Reserve!	Booked You	Booked You	Booked You
17/9 - 21/9	RESERVE Click to Reserve!	RESERVE Click to Reserve!	RESERVE Click to Reserve!	Booked Gilmon CFS	Booked Gilmon CFS
24/9 - 28/9	RESERVE Click to Reserve!	RESERVE Click to Reserve!	RESERVE Click to Reserve!	Booked Gilmon CFS	Booked Gilmon CFS

Booking Schedule

Send Request

Keppel Distripark

Request Resource

Request Resource

Request Resource

Request Resource

Appendix A: Resources Pages

Loan

A screenshot of the PSA Central website's "Loans" page. The top navigation bar includes links for "Resources", "Services", "Freight Market", "Contact us", and "Keppel Distrifpark". On the left, there are three buttons: "List", "Find", and "Loans". The main content area is divided into two sections: "Loaned Items" and "Out on Loan".

- Loaned Items:**
 - AOTONG tri-Axle Skeleton Semi Trailer**
 - Quantity: 1
 - Loan Period: 22/10/21 - 22/12/22
 - Pallets 48 x 40"**
 - Quantity: 200
 - Loan Period: 1/1/21 - 2/2/22
- Out on Loan:**
 - RORO Trailer**
 - Quantity: 1
 - Loan Period: 22/10/21 - 22/12/22
 - Cart Trolley**
 - Quantity: 3
 - Loan Period: 12/12/20 - 21/21/23
 - Hydraulic Pallet Jack**
 - Quantity: 2
 - Loan Period: 5/5/22 - 5/5/23

Appendix B: Services Pages



Forklifting

PSA Central

Resources

Services

Freight Market

Contact us

Keppel Distrifpark

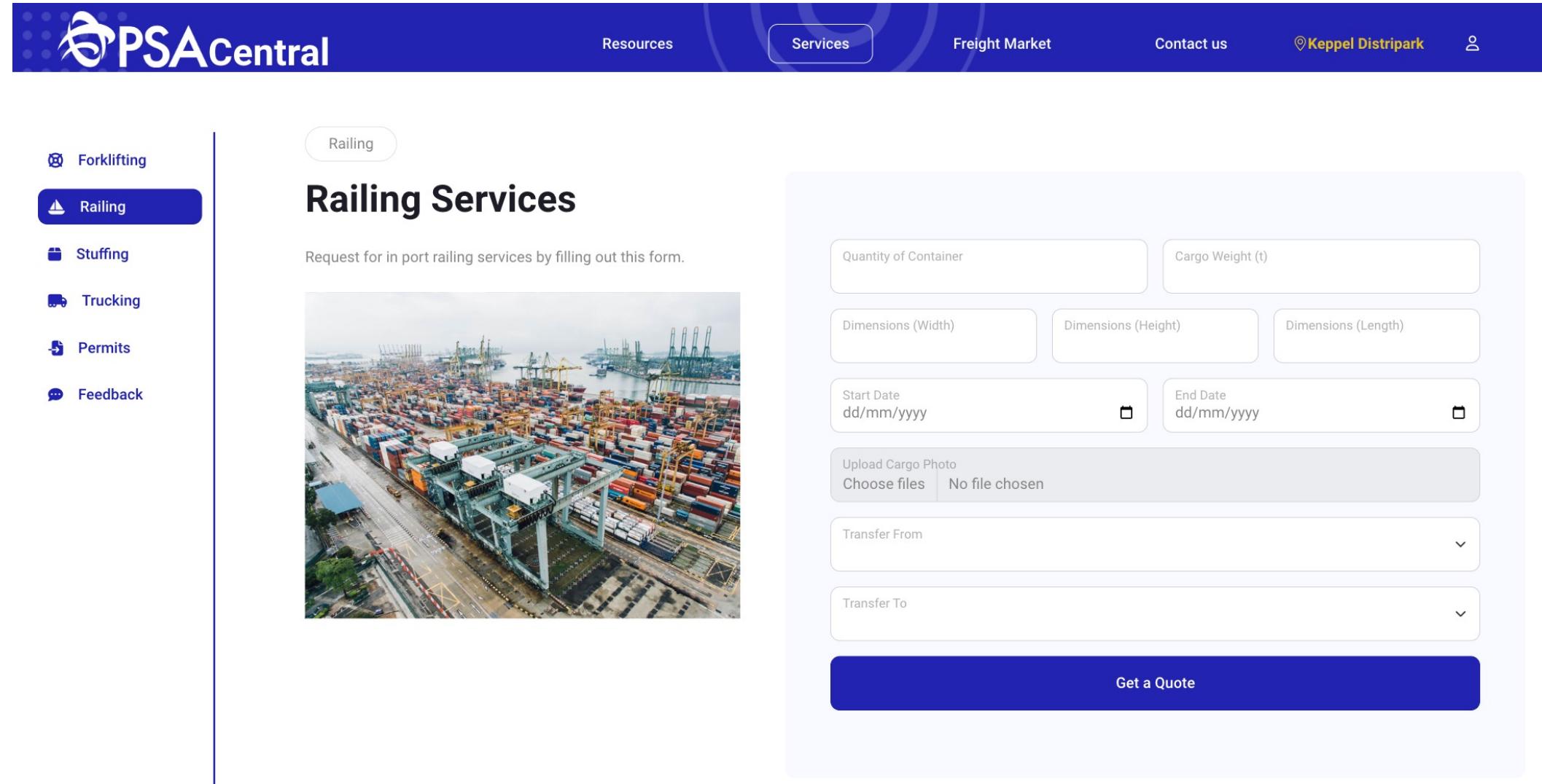
Logout

Available Forklifting Services	Daily Charge	Weekly Charge	Total Charge
Small Forklifts (2,000 - 15,000 lbs) This size of forklift is an economical choice since it can lift many types and sizes of objects. It also has a high horsepower which allows for increased speed and maneuverability in tight spaces.	\$100.00 0	\$350.00 0	\$0
Medium Forklifts (20,000 - 40,000 lbs) This size of forklift can carry a much larger and heavier load than the smaller forks and is more suited for heavier tasks such as moving pallets and very large loads. While it has a high weight capacity, it also has an equally high cost per ton, making it a more expensive option than the other forklifts.	\$150.00 0	\$600.00 0	\$0
Large Forklifts (40,000 - 70,000 lbs) The side of this big forklift makes it ideal for moving large and heavy loads because it is designed to hold a lot of weight and has a high capacity. Also, this forklift can lift heavier objects, making it possible to move very large and heavy objects like containers or machinery.	\$380.00 0	\$800.00 0	\$0

Checkout

Appendix B: Services Pages

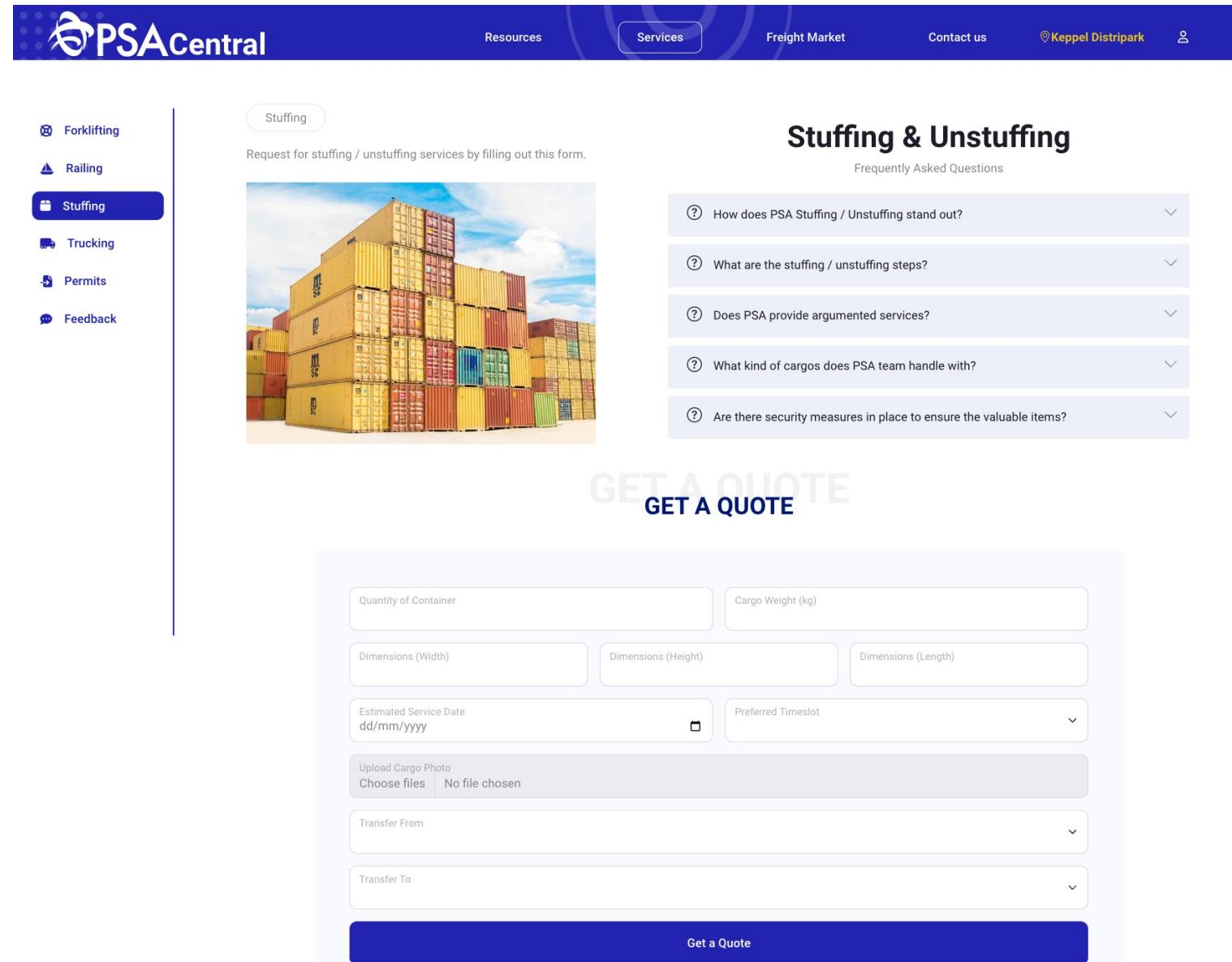
Railing



The screenshot shows the Railing Services page on the PSA Central website. The left sidebar has a blue background with white icons and text: Forklifting, Railing (which is highlighted in a blue box), Stuffing, Trucking, Permits, and Feedback. The main content area has a white background. At the top, there's a navigation bar with links: Resources, Services (highlighted in a blue box), Freight Market, Contact us, and Keppel Distripark. Below the navigation is a search bar with a magnifying glass icon. The main title "Railing Services" is in bold black font. A sub-header says "Request for in port railing services by filling out this form." To the right of the sub-header is a large image of a port terminal with many shipping containers and cranes. Below the image is a form with several input fields: "Quantity of Container" and "Cargo Weight (t)", "Dimensions (Width)", "Dimensions (Height)", and "Dimensions (Length)", "Start Date dd/mm/yyyy" and "End Date dd/mm/yyyy", an "Upload Cargo Photo" section with "Choose files" and "No file chosen" buttons, a "Transfer From" dropdown, a "Transfer To" dropdown, and a large blue "Get a Quote" button.

Appendix B: Services Pages

Stuffing



The screenshot shows the 'Stuffing' service page on the PSA Central website. The top navigation bar includes links for Resources, Services (selected), Freight Market, Contact us, Keppel Distrifpark, and a user icon. A sidebar on the left lists services: Forklifting, Railing, Stuffing (selected and highlighted in blue), Trucking, Permits, and Feedback. The main content area features a heading 'Stuffing & Unstuffing' and a 'Frequently Asked Questions' section with five expandable questions. Below this is a large image of stacked shipping containers. A prominent 'GET A QUOTE' button is centered at the bottom of the page, above a form for entering service details like quantity, dimensions, and service date.

Stuffing

PSA Central

Resources

Services

Freight Market

Contact us

Keppel Distrifpark

Stuffing

Frequently Asked Questions

How does PSA Stuffing / Unstuffing stand out?

What are the stuffing / unstuffing steps?

Does PSA provide argumented services?

What kind of cargos does PSA team handle with?

Are there security measures in place to ensure the valuable items?

Stuffing

Request for stuffing / unstuffing services by filling out this form.

Quantity of Container

Cargo Weight (kg)

Dimensions (Width)

Dimensions (Height)

Dimensions (Length)

Estimated Service Date
dd/mm/yyyy

Preferred Timeslot

Upload Cargo Photo
Choose files No file chosen

Transfer From

Transfer To

Get a Quote

Appendix B: Services Pages

Trucking

PSA Central

Resources

Services

Freight Market

Contact us

Keppel Distripark

User icon

Forklifting

Railing

Stuffing

Trucking

Permits

Feedback

Trucking

Trucking Services

Make use of decentralised technology to get trustworthy prove and detect scams!



Mission

We ensure that our fleet of trucks are always well maintained, and have the best and the most updated fleet of trucks in service to ensure that it is capable of delivering high value, and oversized deliverables, efficiently and effectively, without causing any kind of loss

Team

Our in-house team of experienced drivers We believe in providing quality services to our clients, and with the experience of decades backing us in the field of logistics, there is nothing we overlook when we handle your cargo.

Promise

Even if the load is oversized or over-dimensional in nature, our logistic experts and technicians take care of the minute details to ensure the safety of the delivery at its destination, and on time, every time.

Appendix B: Services Pages

Permits



- Resources
- Services
- Freight Market
- Contact us
- Keppel Distripark
- User icon

Permit Document

Request for permit approval by uploading a completed permit form.



SUBMIT FORM FOR APPROVAL

Upload Form
Choose files

No file chosen

Submit

Permit Documentation Services

Apply for permit

- Combined PSA Temporary Pass/Temporary Vehicle Permit Application
- Temporary Pass Sponsor Letter Template
- PSA Pass Application & Renewal Form
- PSA Car Entry Permit ("PSA CEP") (Type D / E / F) / PSA Commercial Vehicle Entry Permit ("PSA CVEP")

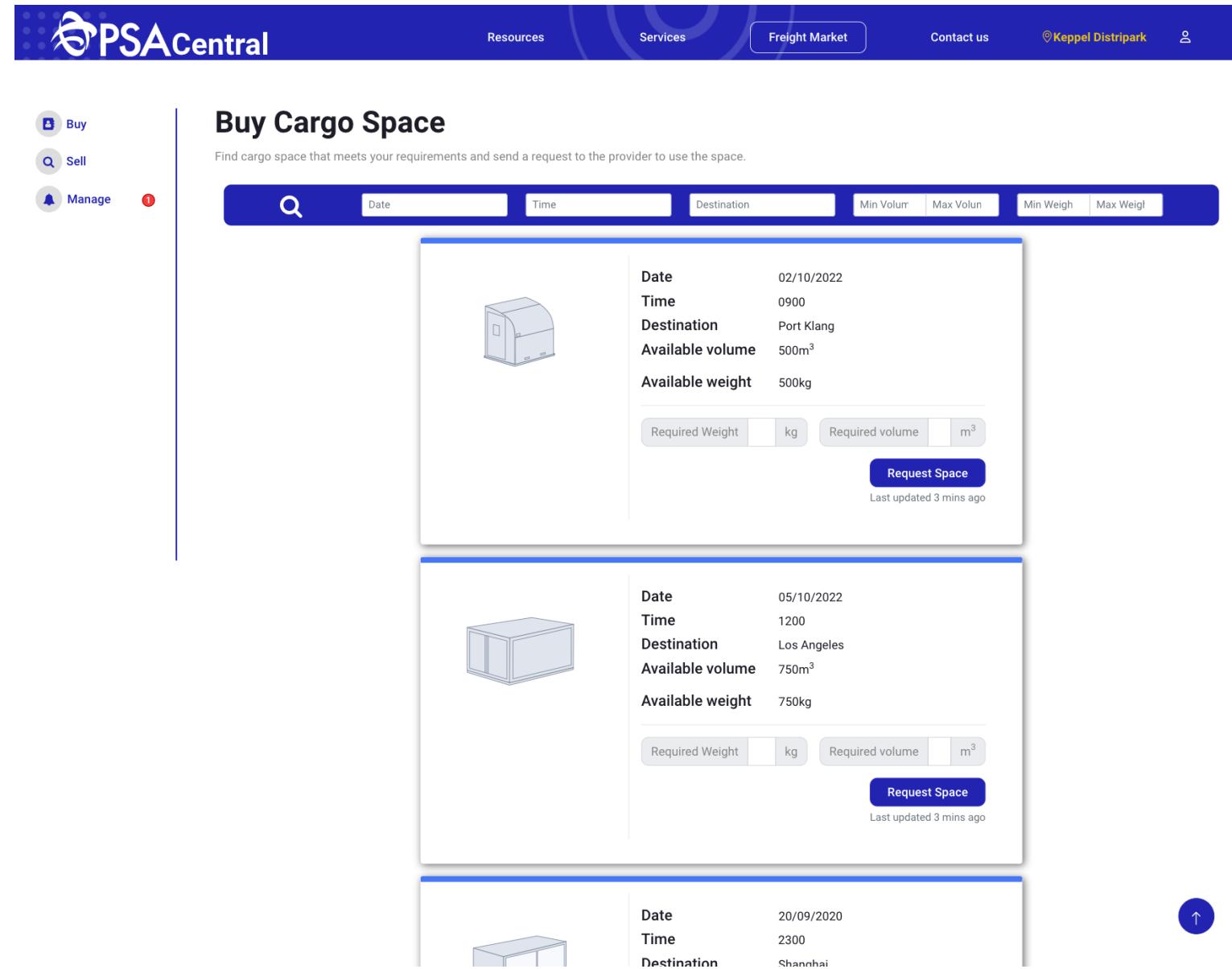
Problem

Solution

Future Plans

Appendix C: Freight Market

Buy



The screenshot shows the 'Buy Cargo Space' section of the PSA Central website. At the top, there are navigation links: Resources, Services, Freight Market (which is highlighted in blue), Contact us, Keppel Distripark, and a user profile icon. On the left sidebar, there are 'Buy', 'Sell', and 'Manage' buttons, with a red notification badge showing '1' over the Manage button.

The main area is titled 'Buy Cargo Space' and contains a search bar with fields for Date, Time, Destination, and volume/weight ranges. Below the search bar are three listing cards, each representing a different cargo space availability:

- Top Listing:** Date: 02/10/2022, Time: 0900, Destination: Port Klang, Available volume: 500m³, Available weight: 500kg. Includes input fields for Required Weight (kg) and Required volume (m³), and a 'Request Space' button. Last updated 3 mins ago.
- Middle Listing:** Date: 05/10/2022, Time: 1200, Destination: Los Angeles, Available volume: 750m³, Available weight: 750kg. Includes input fields for Required Weight (kg) and Required volume (m³), and a 'Request Space' button. Last updated 3 mins ago.
- Bottom Listing:** Date: 20/09/2020, Time: 2300, Destination: Shanghai. This listing is partially cut off at the bottom of the screen.

A blue circular arrow icon with an upward-pointing arrow is located in the bottom right corner of the main content area.

Problem

Solution

Future Plans

Appendix C: Freight Market

Sell



- Resources
- Services
- Freight Market
- Contact us
- Keppel Distrifpark
- User icon

Sell Cargo Space

Fill this form out to list your available cargo space on the market. Buyers will then be able to request for your cargo space. You will then be able to see all requests under the manage page.



Description

Date dd/mm/yyyy Time

Destination

Upload Cargo Photo
Choose files No file chosen

Available Volume Available Weight

Submit post

- Buy
- Sell
- Manage 1

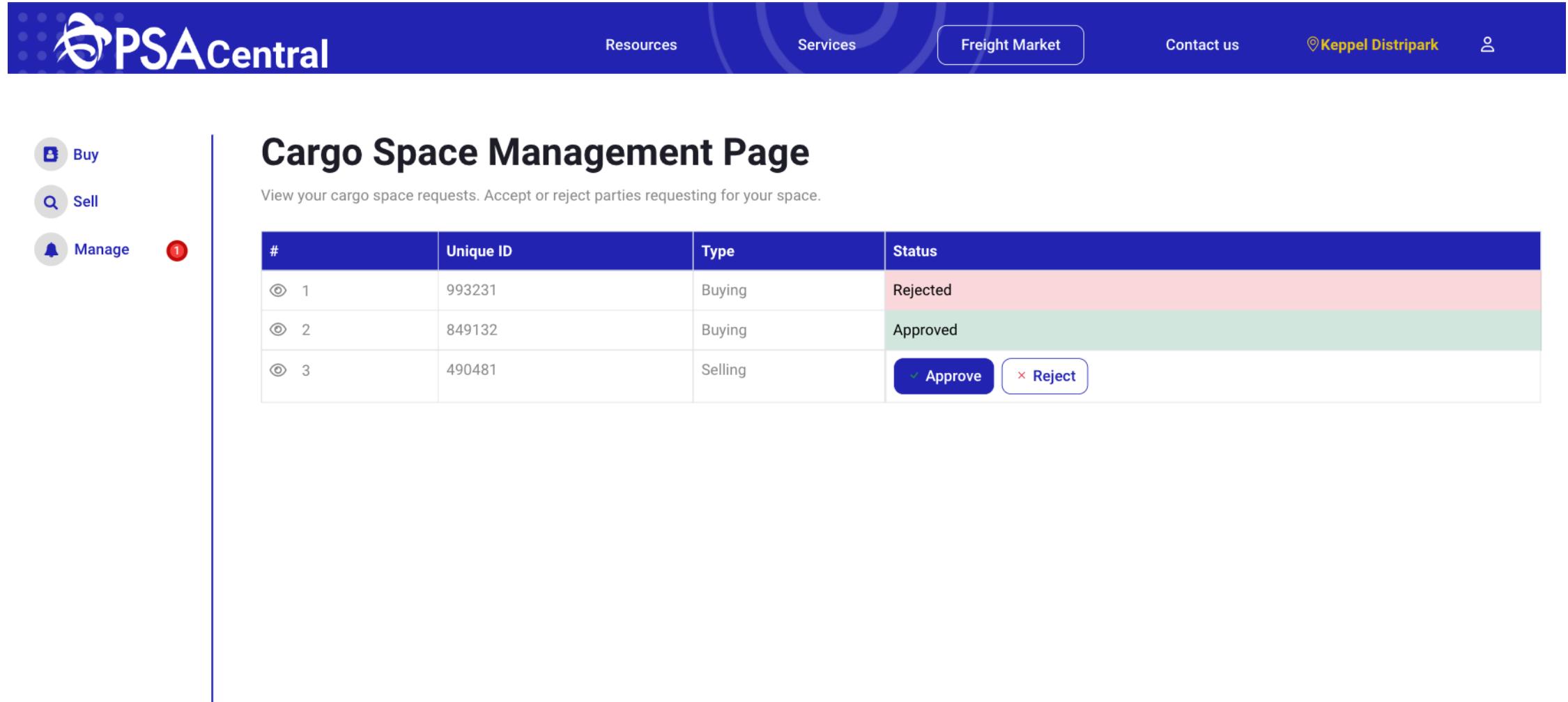
Problem

Solution

Future Plans

Appendix C: Freight Market

Manage



The screenshot shows the PSA Central website's Freight Market section. On the left, there is a sidebar with three buttons: "Buy", "Sell", and "Manage", which has a red notification badge with the number "1". The main content area is titled "Cargo Space Management Page" and displays a table of cargo space requests.

View your cargo space requests. Accept or reject parties requesting for your space.

#	Unique ID	Type	Status
① 1	993231	Buying	Rejected
② 2	849132	Buying	Approved
③ 3	490481	Selling	<button>✓ Approve</button> <button>✗ Reject</button>