

Market Analysis and Entry Strategy for the Russian Railway Market



NYK Logistics delivers fully integrated logistics solutions and is recognized as one of the leading logistics providers in the market. The diverse range of logistics services include warehousing & distribution, freight forwarding, international network solutions, supply chain consulting and IT solutions. NYK Logistics' vision is to be a leading global logistics company, distinguished by the quality of its service. The global market is strongly investing and acting fast to get access to the Russian market. Due to TransCare's deep knowledge and understanding of this market, NYK Logistics asked to develop a strategy how to further develop business in Russia.

Scope of the project

Drawing a clear picture of the Russian railway market and developing a strategy how to further develop business in Russia.

Achievements

In a first step, TransCare analyzed the general rail market in Russia focused on car and container business. Then, an overview of organization, characteristics and services of Russian rail service providers was given to get a picture of players, partners and competitors. TransCare also showed the rules of conduct in Russian rail market to avoid failures entering dead end roads. Finally, TransCare gave clear recommendations about necessary actions and business partnerships as basis for the approach to enter into the Russian railway market.

CLIENT

NYK Logistics
Tokyo, Japan
www.jp.nyklogistics.com

Our Services

- Kick-off Workshop.
- General rail market analysis Russia (Current total market, container business, car business, unique characteristics, market trends and benchmarking).
- Organization, characteristics and services of the Russian rail service providers (Characteristics of rail operations, service level, tariff policy, strategy (partners) in container and car business).
- Rules of conduct in the Russian rail market.
- First rough entry strategy with action plan.