



**Why we have to design
new Warehouse?**



**What we are using in
competition?**



Contents

- The Mechanism of Competition in our market?

กลไกที่ใช้แข่งขันกันทางธุรกิจ

- Experience of Works (ตัวอย่างการทำงาน)

The Mechanism that use to drive in our market?

1. Pricing ราคา
2. Quality of Product คุณภาพสินค้า
3. Speed of Servicing ความเร็วของการให้บริการ





1. Pricing ราคาสินค้า

It depends on..ขึ้นอยู่กับปัจจัยอะไรบ้าง ?

1.1 Business Investment **Fixed Cost** (ต้นทุนทางธุรกิจที่คงที่)

1.2 Business Investment **Variable Cost** (ต้นทุนแปรเปลี่ยน)

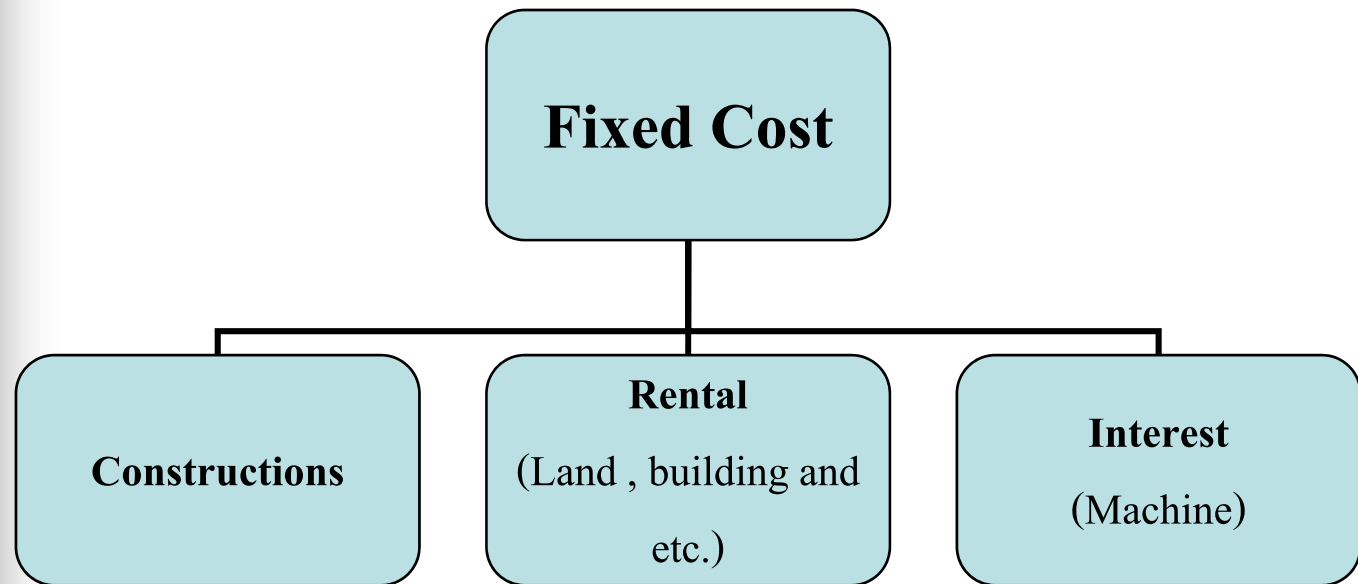
1.3 Products : (ตัวสินค้า)

1.4 Demands (ความต้องการสินค้าในตลาด)

To design a new WH will decline the Business Investment, How?

การออกแบบคลังฯมีผลในการลดต้นทุนอะไรได้บ้าง?

1.1 Fixed Cost Investment (การลงทุน)





The Sample (ต้นทุนของการลงทุน)

Floor Loading : (ความสามารถรับน้ำหนักของพื้น)

(Unit: Ton/sq-m)

- 6 Ton/ sq-m \rightarrow 2.5 Ton/sq-m (12,500 B/sq-m \rightarrow 8,500 B/Sq-m)
- (+4,000 B)
- \rightarrow x10,000 sq-m \rightarrow +40,000,000 B
- \rightarrow x40,000sq-m \rightarrow +160,000,000 B



What is the issue and who has to answer?

- Architecture or Civil Engineer**
- Material Equipment Handling suppliers**
- Logistics Consultant**

The type of warehousing floor.

“Anyone who understand the Operations indeed.”



The Investment can calculating back for account balance then you should consider ROI too but.....

The Infrastructure VS Rental

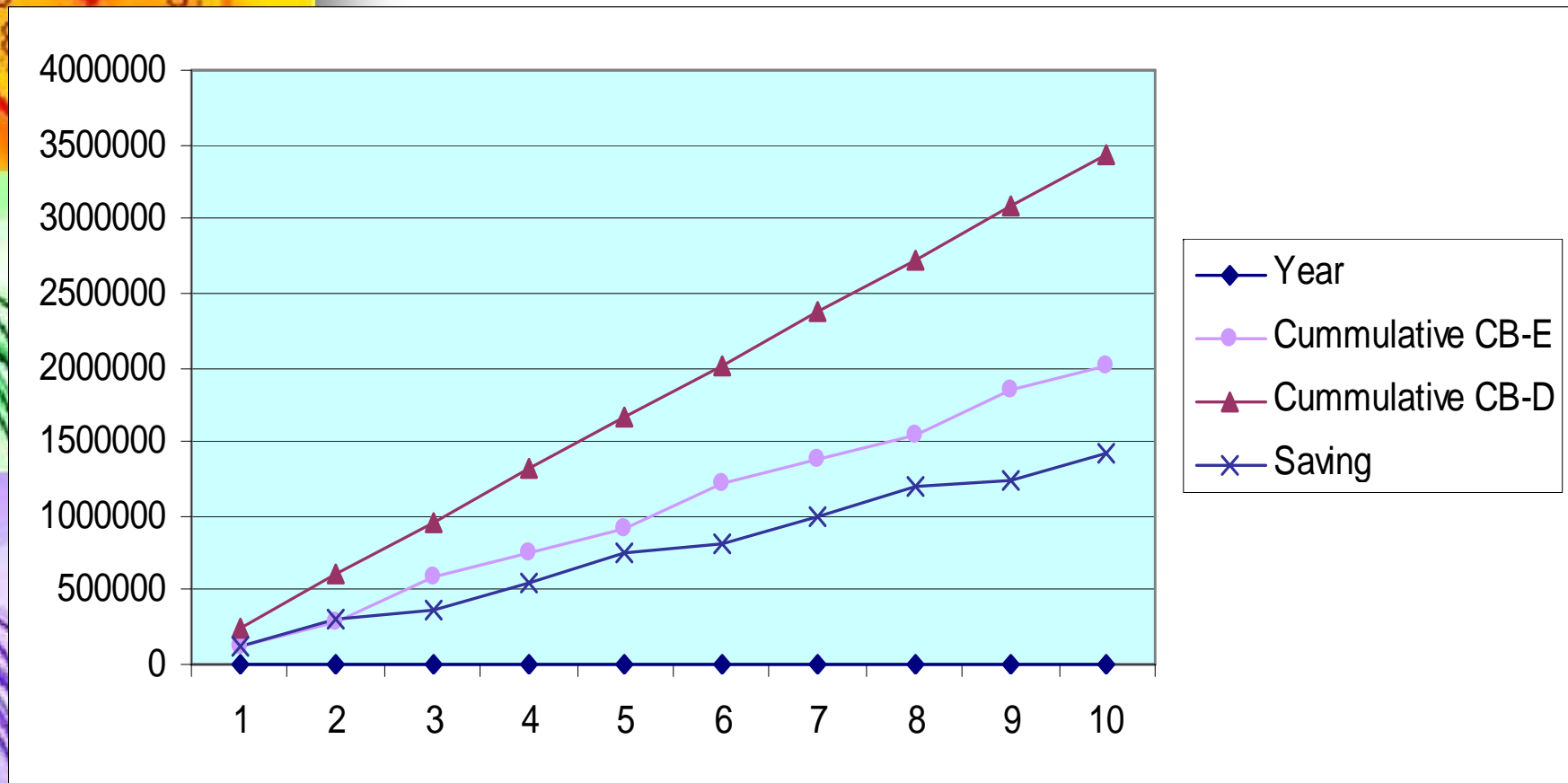
- The rental WH cost you → 120 Baht/Pallet/Month
- To own your WH cost you → 67 Baht/Pallet/Month

It cost you cheaper than Rental WH about a half of your expense.

1.2 The Variable Cost

Mostly came from Operations (การหยิบสินค้า)

- Fuel Cost น้ำมัน....ค่าบริการขนส่ง
- Electricity Fee ไฟฟ้า....น้ำมัน





1.3 To study the Products

(ศึกษาสินค้าเพื่อการออกแบบคลังสินค้า)

To study Business, Flow, Products and the current Operations.

Designer has to prepare the Answers of Method clearly.

- 1) The assumption and the new design method.
- 2) How the new design can saving the Cost and ROI?
- 3) What Designer claim of their designing (level) and how to prove that?

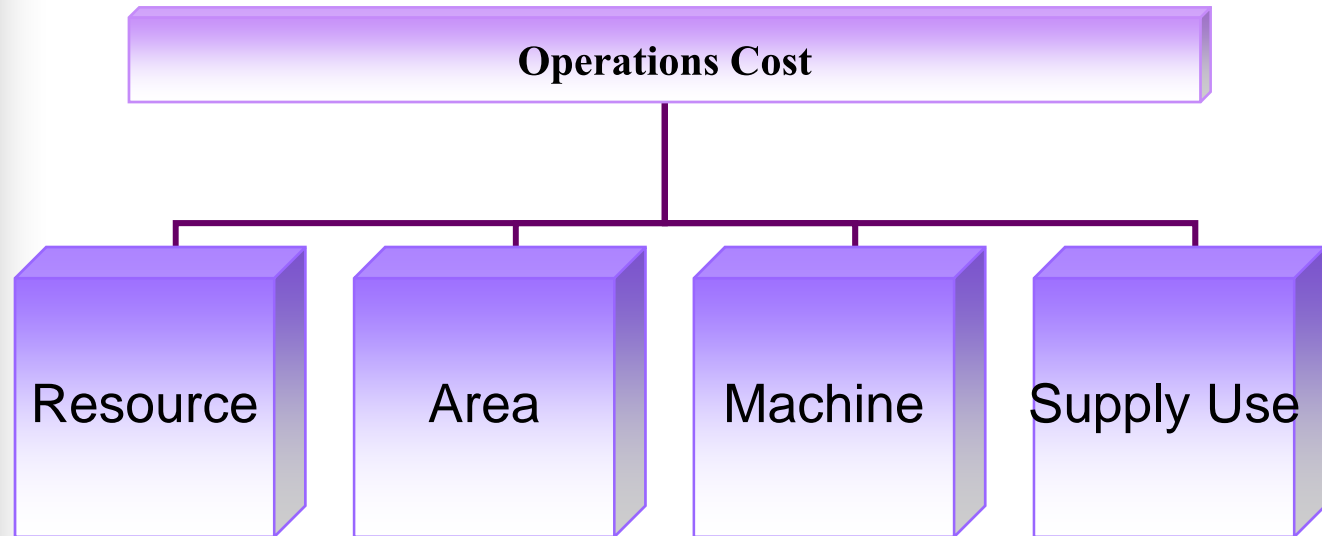
Note

Someone have to prepare the presentation a week for presenting 15 minute.

The hopefully requiring from customer is just saying a word “Yes”.



To design a new warehouse are valuable for...
solving Logistics problems and reducing the Cost of Goods and Services.





To design a warehouse we start at:-

BUSINESS STUDY ตัวอย่างการศึกษาธุรกิจ

1) Business:-

Designer has to study of SCM.

- We have to study business from beginning Crop, Harvest, Transports, Productions, Keeping, Packaging, Storage, Distributions and then describe the overall picture verbally and then draw up the picture or diagram.

→ [..\SCM-01.jpg](#)

→ [C:\ALS Office\TTI-ThailandPost\POST.wmf](#)



2) To study data:-

Information for designing → **Analysis.**

The information of business and product details.

- → Incoming and Out going Goods in detail of Excel files or else.
- → Product Profile: SKU, Picking Profile, Order Profile, Shipping Profile
- → Operation (Marketing) Plan: How?



3) Facilities Design

(การออกแบบสิ่งอำนวยความสะดวก)

3.1 Material Handling Equipment

- (Racking, Fork-Lift, Others –Lift and Conveyor)
- Specification & Application of mhe
- Details and Cautions

3.2 E&M and Environmental

(Electric Lighting Sanitary and Fire Alarm and Fire Fighting System)

3.3 WMS : basically requirement (Receiving Put away Shelving Picking Dispatch and etc.)

4) Capacity ← Marketing Plan

- [Before and After\35-Staging Area Golden-Before.jpg](#)
- [ThaiOil-con-21.jpg](#)
- [Space Design.ppt](#)

Have you ever raise you hand for query?

You have right to question the designer as follows:-

- **How You explain that your design is match to Business, and Operations?**
- **How you ensure that the new design can operate efficiently? (Speed, Cost)**
- **To compare with Others where that you place your new design. Is it the best or just better than Existing, and how?**





Project Planning

Mission, Strategy, Vision and Name of Project:

- <C:\ALS Office\SJC\Word\Report of study\2007\SJC3-2550 Note of meeting No2 for Business plan.pdf>
- [Strategy Plan.bmp](#)
- [Mission-Vision.ppt](#)

Organizations and Jobs Description: Both Project Team and Operations

<C:\ALS Office\SJC\SJC Organization.ppt>.

- → Authority

Project Plan : Issues, Schedule, Mile-Stone and Resource Plan.

<C:\Therd HD\C.P.-Logistics\DC5\Project Planning\MS Project\DC5 Project.mpp>

Facilities Plan: mhe , Conceptual, Function and Logistics Internal WH and External Flow.

Layout: Logistics, Architecture, Landscaping, Construction Drawing.



Contract:

Proposal, All scope of works,
Description of works, Regulation,
Payment, Time Frame and Penalty.

→ <C:\ALS Office\ALS Letter\Contract of Employment.pdf>

→ <C:\ALS Office\ALS Letter\Letter Out\2007\ALS 062007-090807 Proposal to SJC-ver02.pdf>

→ <C:\ALS Office\ALS Letter\proposal to linfox ver1.doc>



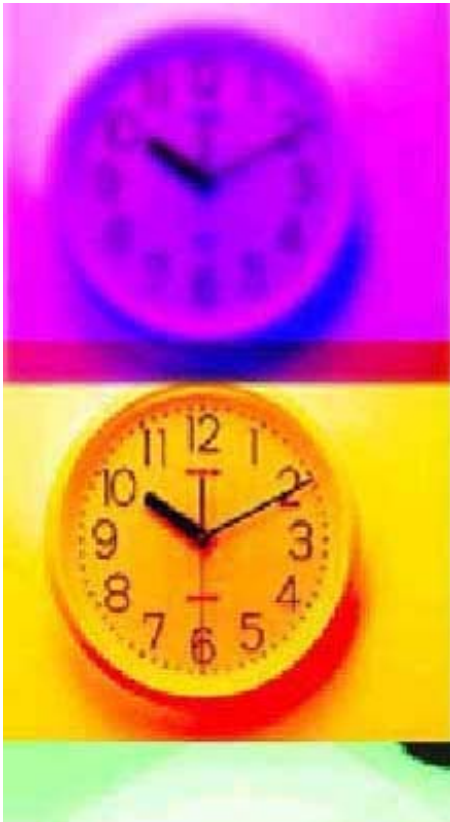
Reporting:

- Project Level : (Executive report/ Week/Month)
- Operations Level : Site Meeting, and Special Meeting (Operations preparation)



The Sample of works

- [C:\ALS Office\ALS Movie\EACL_Show.exe](#)
- [C:\ALS Office\ALS Movie\HomePro Slide Show.exe](#)
- [C:\ALS Office\ALS Movie\DC_Ladkrabang\DCs Slide Show.exe](#)
- [C:\ALS Office\ALS Movie\Boonthavorn.exe](#)
- [C:\ALS Office\ALS Movie\SJC\SJC_WH3 Show.exe](#)
- [C:\ALS Office\ALS Movie\Thailand_POST\TLP_Show.exe](#)
- [C:\ALS Office\ALS Movie\HighRackingDesign.exe](#)
- [C:\ALS Office\ALS Presentation\ALS_Book.opf](#)
- [ALS'Strategy.bmp](#)
- [ALS'KM.bmp](#)



Logistics Consultant VS Others

- [..\GS_Slide\Pick_Module-00.jpg](#)
- [..\GS_Slide\Pick_Module-01.jpg](#)
- [..\GS_Slide\Pick_Module-02.jpg](#)
- [..\GS_Slide\Pick_Module-03.jpg](#)

How saving?

	Description	Before		After		Reason	Economic	
		Unit	Comment	Qty-Propose	Qty-Agreed on		Saving million	Yearly-Baht
7	To design of Bale room						0.20	
8	To design mhe : Racking system+5%		2700mm,19200	2300mm, 20250PP	20250PPs	Gain Benefit to 7-11 saving 7-11	1.10	
9	To confirm of mhe 2: RT		80	67	67		20.15	
10	To confirm of mhe 2: PE							
11	To recommend change of Battery charging Process		SHE, From lift up to conveyor Spillage control, EEYESWash, gas exposure	30	5	decline 2 men		1.005
12	To design of Battery Charging room						0.25	
							21.70	3.015





Thank you to Everyone

Atisthan Logistics Solutions Co., Ltd.

<http://therdc.spaces.live.com>

E-mail: therdc@hotmail.com

Tel : +662 532 3015

Mobile : +66(0)85 098-0655

Customer Record



HomePro
Home is HomePro

Linfox M Logistics (Thailand) Ltd.



EACL



BU

บริษัท เบทาเซอร์เวย์ (ประเทศไทย) จำกัด



Mistline



GoldCity



TTI(TLP)



scrubbers



scrubbers

