

# Businessplan for Taulov Transportcenter



## **Businessplan**

**for**

## **Taulov Transportcenter (TTC)**

## **What makes TTC a transport hub?**

TTC is a Transport hub because it is a specific area where all the activities relating to transport, logistics and goods distribution – both for national and international transit – are carried out, on a commercial basis, by various operators. The operators may be either owners or tenants of the buildings or facilities (warehouses, distribution centres, storage areas, offices, truck services, etc.)

TTC is based on:

- 1 Territorial planning alongside infrastructure rationalization
- 2 Intermodality development

Ad 1) Dedicating a specific area to transport, logistics and goods distribution automatically implies planning the territory and rationalizing infrastructures in order to optimize area utilization, to safeguard the environment (moving the heavy traffic concerned from residential areas to the transport hub), and to build the infrastructures following specific criteria based on operator necessities.

Ad 2) The most important goals for TTC are to: bring together the flow of the freight transport managed by the transport and logistics operators; offer very convenient transport and synergic solutions (rail/road/short-sea-shipping), using block shuttle trains on long-range journeys

### **Location**

Location is a key factor for all transport operators. The main activity is moving freight from one place to one another using different modes of transport. A main function of a transport hub is to secure all the transport connections and coordinating between modes. Location for a transport hub means, being near the main railway, highway and a seaway port.

### **TTC**

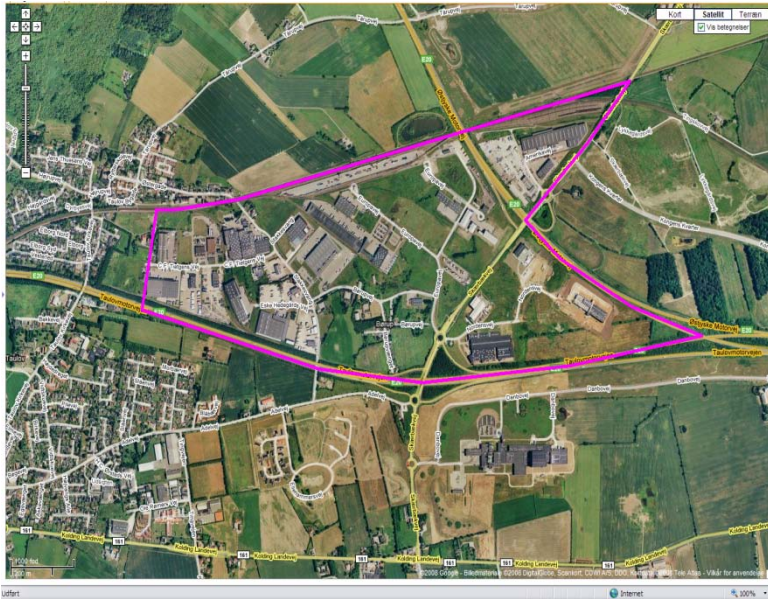
In the industry area in Fredericia called Denmark C, the specific subarea called Taulov Transportcenter (TTC) has developed as a natural logistic hub because of the geographical location nationally. Many transport companies have chosen the placement because of the unique advantages regarding the highways going north-south and east-west. Furthermore one of the two danish combiterminals are placed here. And very close to TTC in Fredericia we have the largest port (freightwise) in Denmark.

To strengthen this unique combination Fredericia Municipality has decided to support the local transport industry by creating, organising and leading the association called Taulov Transportcenter.

## Development possibilities for TTC to strengthen the eastwest transport corridor

A high service quality standard is an important element in assuring an excellent level of competitiveness - *competing* means surviving the effects of globalisation:

the increase in freight transport, and growing competition between all local production areas have been forcing industries to ask for more efficient transport and logistics solutions: this means removing bottlenecks.



### Team

In Fredericia Municipality the department for local business development affairs has been given this task. Chief Consultant Troels Lemonius is in charge of this development. Mr. Troels Lemonius is assisted by keypersonal within the Municipality. Furthermore a group of local transport companies called "the initiative group" has participated very closely in startup fase. The board of the association has been elected by the association members.

### Partners

The TTC partners are primarily the local transport companies. The Municipality is a key partner. Furthermore the Association of Danish Transportcentres is a strategic partner.

## **Description of the costumers**

Because TTC is not a traditional business company but rather a business association the market is not the same regarding costumers as for a traditional business. The costumers are the association members of TTC. And in the set of statutes which are the foundation of TTC it is very clear who the members are:

Local companies that are located within Fredericia Municipality and have a specific interest within transport of goods.

## **Market**

21 local companies have joined the association. There are approximately 40 potential members.

## **Strengths and weaknesses**

- There are no competitors.
- The key weakness is that running the association demands a high level of political focus, defined by continuing positive dialog, personal ressources and also some financial contribution.

## **Marketing**

Because TTC is an association the primary fokus marketing wise is communication with the local transport sector. TTC has been the natural dialogpartner representing the local transportsector.

## **Economy - DKK**

Poster	Indtægt	Udgift
Indtægt	120.000	
Inspirationsarrangement for medlemmer		10.000

Temakonference		20.000
Fælles hjemmeside og mailadresse		30.000
Administration		5.000
Medlemskab af Danske Transportcentre		20.000
Skiltning		30.000
Øvrige		5.000
I alt	120.000	120.000

### **Strengths**

- The influence on specially the political decision making
- Coordination regarding practical issues is enhanced
- Networking
- Business among the association members has increased

### **Weaknesses – follow-ups**

- The impact of the association fully depends on the secretariat
- Information handling and visibility are key tasks that can't be over estimated
- The development of the association relies on the work and ideas from the boardmembers.
- Being a boardmember is fully relying on voluntariness

### **Current strategic role of a hub in the corridor**

There are 2 intermodal hubs in the Danish part of the corridor. TTC and HTTC(Høje Taastrup Transportcenter) near Copenhagen (the two inland intermodal transportcenterhubs in Denmark are TTC and HTTC)