

PIVOT PROJECT – FEASIBILITY STUDY FOR THE IMPLEMENTATION OF A LOGISTICS PLATFORM IN THE PROVINCE OF VARESE

CLIENT: *Varese Chamber of Commerce*

PERIOD: *2006 - 2007*

DESCRIPTION OF ACTIVITIES

The PIVOT project had as purpose the elaboration of a feasibility study regarding the implementation of a platform supporting transport and logistics operators of the province of Varese: location, characterisation of the structure, distribution of the interior spaces, methods of management and financial analysis.

The project, commissioned by the Varese Chamber of Commerce and coordinated by C-log (Research Centre on the logistics of LIUC University), in collaboration with TRT Trasporti e Territorio and CRMT (Centre for Research on Transport and infrastructure of LIUC University) was articulated in:

Phase 1 - Analysis

Analysis and measuring of transport demand in the province of Varese; evaluation of potential areas of settlement.

Phase 2 - Development

Platform precise location; platform design; platform management assumptions; economic and financial analysis.

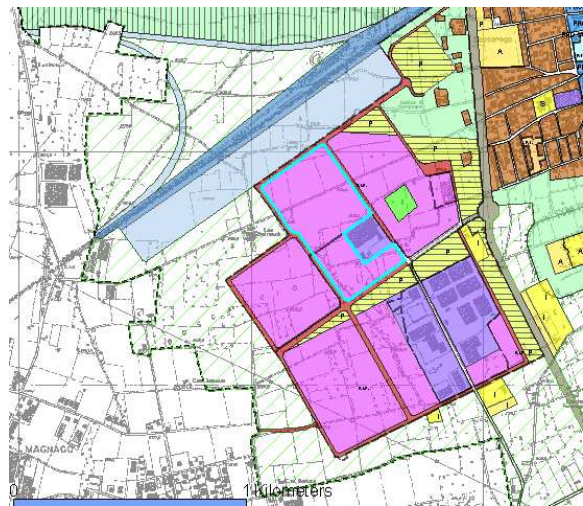
TRT, which had the direct responsibility to manage the first phase, developed the intervention: on the one hand, analysing and measuring the overall demand for freight transport in the province of Varese, estimating in particular origin and destination of flows of goods entering and leaving the province; on the other hand, considering the potential areas of settlement and the precise location of the platform.

The methodology that led to the identification of potential areas where settling the logistics platform was developed in four phases:

- preliminary localization that led to a first selection of sites to be evaluated;
- definition of a final “short list”, which enabled to focus the analysis in relation to six sites, all with characteristics satisfying the requirements asked by the client;
- “multicriteria” analysis, aimed to assign scores to the six selected locations in order to establish a final ranking;
- sensitivity analysis, to verify the validity of the final ranking by varying the incidence of the evaluation criteria adopted.

The identification of the potential areas of settlement allowed the client to choose, together with the main business associations interested in the project, where locating the future logistics platform.

Once exhausted the activities related to the platform localization, TRT worked with partners to define the project and management assumptions, and to evaluate the economic and financial analysis of the project.



PIVOT project: one of the selected sites in Busto Arsizio (Varese)