



## Executive summary

RollEase has to decide whether it will shift the existing warehouse in Phoenix, Arizona to a different location, keep in the same location or move the warehouse operation back to its main headquarters in Connecticut, in order to serve its customers better and with lower operation cost. At first analysis has been made to decide whether to keep the warehouse in the western location or move back to Connecticut. It is decided to keep the warehouse in the western location in order to have greater access to the customers in the western region.

Mathematical analysis was made using the annual sales data provided by the RollEase, to find the optimal location. Since there was no city at the optimal location, four major cities, which were close to the optimal point, were chosen. The four cities were Phoenix, Salt Lake City, Flagstaff and Las Vegas as alternatives for setting up the warehouse. It was found the Las Vegas has the best location for reducing distance to the customers.

Further research of the four locations was done to better understand the economic climate in each city. Some of factors considered were real estate, access to trucking companies, and overall cost. It was found that all four cities have equivalent real state and access to trucking companies. Las Vegas has no corporate income tax rate and produces the lowest overall cost.

The decision that finally reached is that Las Vegas, NV would be the 1<sup>st</sup> choice for RollEase to set up the warehouse. Flagstaff, AZ is considered the second choice. Next further analysis has been made to devise a method of implementation of the warehouse in several phases in the chosen recommended location.