

Final Project 1

Code: MGM 496-PMG496

Project Template

Faculty of Management
Midocean University

Midocean University

Faculty of Management

Department/ Project Management



Project title

Warehouse startup

Student name

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Graduation Project – 1

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Assignment 2

31/June-2025 – PMG496

1. Research Questions

- How can a startup create a warehouse system that is simple, low-cost, and scalable to support business growth?
- What are the most common warehousing challenges faced by startups?
- What strategies can improve inventory management and space utilization in small-scale warehouses?
- How does warehouse planning impact startup operational efficiency and customer satisfaction?

2. Research Objectives

- To identify key challenges in warehouse planning for startups.
- To provide practical recommendations for establishing low-cost and scalable warehouse systems.
- To highlight the role of inventory control in improving startup logistics and operations.
- To examine the impact of warehousing on startup growth and performance.

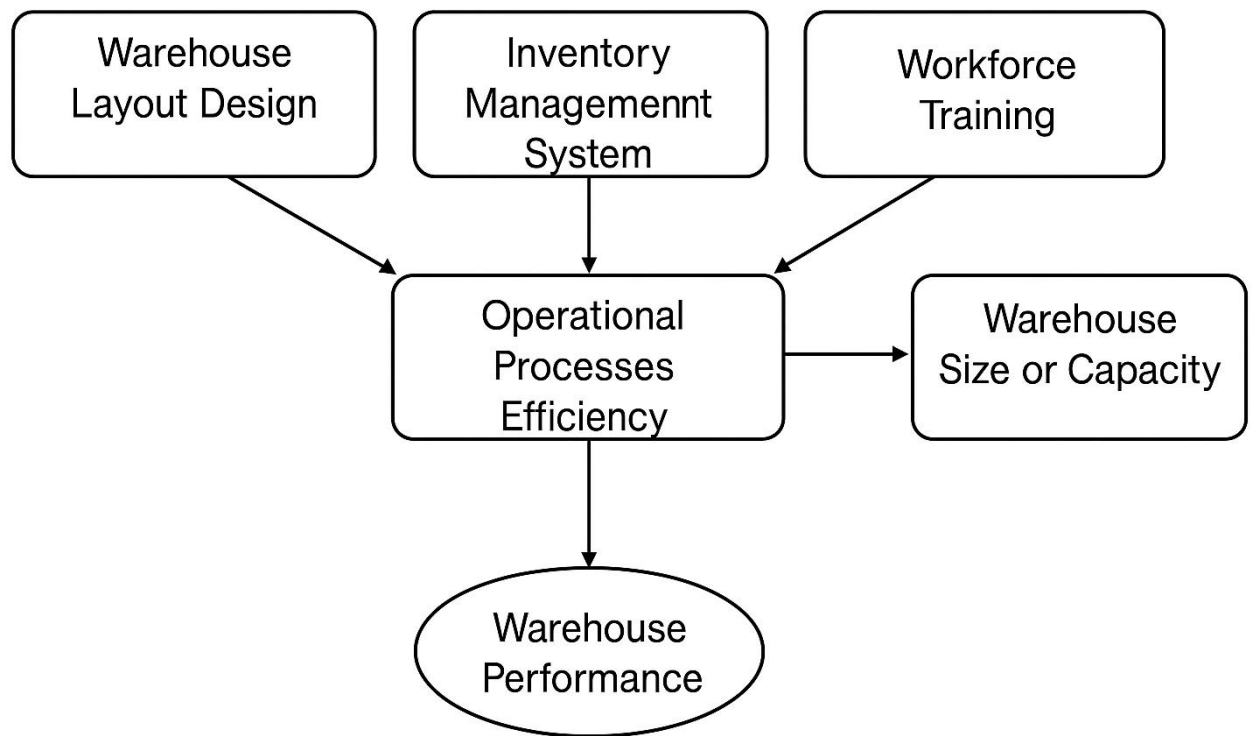
3. Research Hypotheses

- **H1:** A well-planned warehouse system improves operational efficiency in startups.
- **H2:** Startups with scalable warehouse systems are more likely to succeed long-term.

4. Research Model

Model Framework: Lean Startup Approach

1. Define assumptions (e.g. space, layout, cost constraints).
2. Build a Minimum Viable Warehouse (MVW).
3. Test through actual operations (e.g. order fulfillment, inventory movement).
4. Collect feedback and measure key performance indicators (KPIs).
5. Iterate the layout/process or pivot as needed.



Research Model

5. Suggested Industry / Organization for Empirical Study

The empirical focus is on startup businesses dealing with physical products—particularly in the retail and e-commerce sector. These startups usually face logistical constraints and resource limitations, making them ideal for investigating how scalable, cost-effective warehouse solutions can be implemented early on.

6. Research Methodology

This project adopts a **qualitative research methodology** approach, including:

- Case studies from real startup environments
- Literature review on logistics and warehouse design
- Process mapping to visualize and evaluate warehouse workflows
- Benchmarking best practices from existing successful startups

7. Suggested Project Structure

1. Introduction
2. Literature Review
3. Research Methodology
4. Analysis and Discussion
5. Conclusion and Recommendations

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4. Chapter 4: Analysis and Discussion
5. Chapter 5: Conclusion and Recommendations
6. References

9. References

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2. Richards, G. (2017). *Warehouse Management*. Kogan Page.
3. Rushton, A., Croucher, P., & Baker, P. (2017). *The Handbook of Logistics and Distribution Management*. Kogan Page.
4. Ballou, R. H. (2003). *Business Logistics/Supply Chain Management*. Pearson Education.
5. StartupNation. (2023). *Warehousing Tips for Startups*. <https://www.startupnation.com>