

Supply Chain Sales Expansion Strategy

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OverView

01

The Big Question

02

Current Setup

03

Results

04

Implications



INTRODUCTION

As the global order shifts toward a more multipolar and protectionist environment, supply chains can no longer rely on frictionless globalization. Nations are increasingly prioritizing domestic production, resilience, and strategic industries over cost-driven global interdependence. This research examines how a US-based supply chain sales company can expand both domestically and internationally under these changing conditions.







BACKGROUND

- Where should a Midwestern supply chain sales company expand?
 - Company goal: Expand BOTH domestically and internationally
 - Focus on long-term scalability and market access
 - Evaluate demand, infrastructure, policy, and growth potential
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Why This Matters

- Global trade environment is changing rapidly
 - Supply chains are more fragile and politically influenced
 - Companies expanding incorrectly risk major losses
 - Strategic expansion now requires data-driven decisions
 - Correct location choice directly impacts profitability and growth
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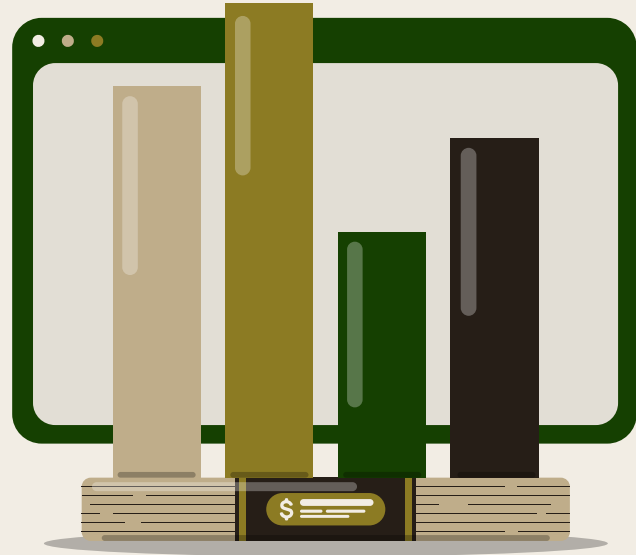


Current Global Trade Reality

- Globalization slowing; protectionism increasing
 - Trade now driven by geopolitical alignment
 - Fragmentation could reduce global GDP by ~7%
 - Regional trade blocs becoming dominant
 - Companies must prioritize stability over cost
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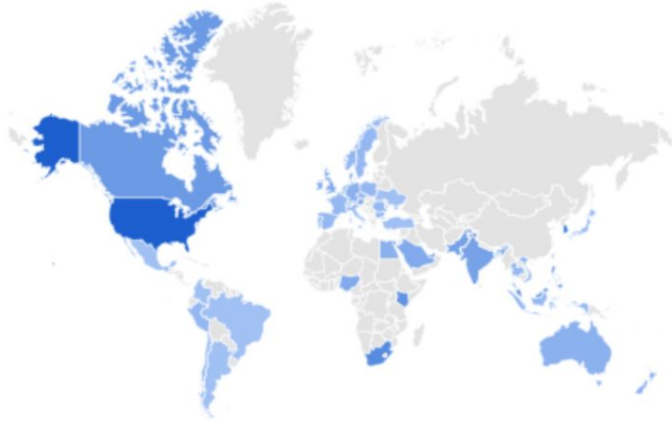
What We Found

Through using Google Trend and typing in “ Supply Chain Sales Expansion” we were able to come up with the following...



Interest by region ?

Region ▾



1	Singapore	100	<div style="width: 100%;"><div style="width: 100%;"></div></div>
2	United States	93	<div style="width: 93%;"><div style="width: 93%;"></div></div>
3	South Korea	66	<div style="width: 66%;"><div style="width: 66%;"></div></div>
4	United Arab Emirates	60	<div style="width: 60%;"><div style="width: 60%;"></div></div>
5	South Africa	53	<div style="width: 53%;"><div style="width: 53%;"></div></div>

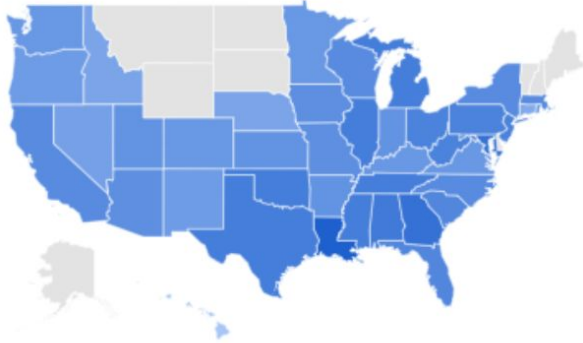
Include low search volume regions

< Showing 1-5 of 49 regions >

Global Search Trends Results

Interest by subregion ?

Subregion ▾



1 District of Columbia

100



2 Louisiana

92



3 Georgia

76



4 Maryland

76



5 Alabama

69





< Showing 1-5 of 42 subregions >

US Search Trends Results



What We Can Infer about the US NorthEast

- GDP: \$28.75 trillion; strongest economy globally
 - GDP per capita: ~\$84,000 indicating strong market
 - Freight movement: 55.5 million tons daily
 - Infrastructure: 42,794 miles highways, 91,000 miles rail
 - FDI: \$151 billion; R&D: \$937 billion
 - Low risk, stable, immediate scalability
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What About the UAE

- Strategic global hub connecting 3 continents
- Jebel Ali Port: 15.5 million containers annually
- Logistics market projected to reach \$30B by 2030
- Growth rate ~7% annually
- Business-friendly: tax benefits, free zones
- High global connectivity and expansion potential



Best Expansion is Dual Expansion

- Domestic expansion targets U.S. market growth
 - International expansion targets global trade access
 - No overlap → no internal competition
 - U.S. provides stability and revenue base
 - UAE provides high-growth global positioning
 - Balanced strategy maximizes total opportunity
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Final Recommendations

1. Use domestic base to support international scaling
2. Align expansion with demand and infrastructure
3. Strategy ensures resilience, growth, and competitiveness



Thank You

