

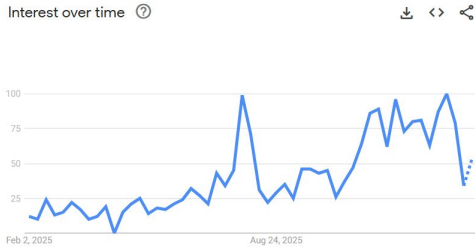


Supply Chain Sustainability

OVERVIEW

Supply chain resilience is the ability of a supply chain to adapt and maintain operations during disruptions such as pandemics, geopolitical tensions, and shifting demand. This study examines how an Upper Midwest-based industrial distributor can expand strategically by prioritizing risk-averse logistics over cost efficiency. Using Google Trends data, we identified regions with growing interest in “supply chain resilience” as indicators of expansion opportunities. Domestically, Louisiana and Maryland showed strong alignment, while China emerged as a key international market.

Interest in Supply Chain Resilience



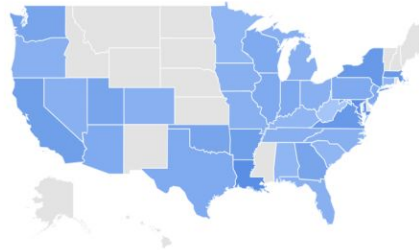
METHODOLOGY

This study used a data-driven approach to identify regions aligned with supply chain resilience and potential expansion opportunities. Data was collected using Google Trends, which provides normalized search interest over time and by geographic region. The keyword “supply chain resilience” was analyzed to evaluate interest in supply chain stability and risk-averse logistics practices. Search interest was examined across a selected time frame and filtered by domestic (U.S. regions and states) and international markets.

The analysis compared relative search interest to identify geographic clusters with higher engagement in supply chain resilience topics. Because Google Trends reports normalized data, results were interpreted as relative interest rather than exact search volume. Regions such as Louisiana and Maryland, along with the broader Mid-Atlantic and West South Central areas, showed stronger alignment with resilience-focused priorities. Internationally, China was evaluated due to its role in global logistics and interest in supply chain innovation. These findings informed strategic recommendations for expansion into lower-risk, high-opportunity regions.

RESULTS

Regional Distribution of Interest



1 District of Columbia	100
2 Maryland	50
3 Louisiana	50
4 Massachusetts	40
5 Virginia	40

International Distribution of Interest



Domestic

- **Maryland:** 120% industry growth by 2030; key rail/port (Baltimore) access.
- **Louisiana:** Multimodal hubs with low-cost land; proximity to TX/AL manufacturing.

International

- **China:** \$1.7T logistics market; massive port reach via eastern coast.
- **Strengths:** High supply chain stability; specialized in electronics/machinery.

ANALYSIS/IMPLICATIONS

Regional analysis identifies strong supply chain expansion opportunities in both domestic and international markets. In the U.S., Maryland and Louisiana stand out due to their strategic locations, growing freight activity, and strong transportation infrastructure, with Louisiana also offering lower costs and proximity to major manufacturing hubs. Internationally, China presents major potential as a global manufacturing and logistics leader with extensive port access and established trade networks, making these regions key targets for strengthening supply chain resilience and distribution growth.

CONCLUSION

This study highlights the growing importance of prioritizing supply chain resilience over traditional cost-focused strategies in an increasingly uncertain global environment. The identification of regions such as Maryland, Louisiana, and China demonstrates how infrastructure, geographic positioning, and established logistics networks play a critical role in reducing disruption risk and supporting stable operations. These findings are significant because they reflect a shift in industry thinking and move away from purely cost-efficient models toward strategies that emphasize flexibility, reliability, and long-term performance.

FUTURE WORKS

Moving forward, organizations should conduct deeper regional analysis by evaluating specific partners, infrastructure capacity, and regulatory environments within these markets. Investing in digital visibility tools and real-time data analytics, such as Google Trends, will further strengthen coordination and decision-making. Overall, adopting a proactive, resilience-focused expansion strategy enables organizations to better navigate disruptions, reduce risk, and sustain a competitive advantage in evolving supply chain landscapes.