

Polo Ralph Lauren Corporation

retailer



Keewaydin has provided strategic planning, financial feasibility studies, real estate negotiation and development and relocation management for four projects: a headquarters office totaling 165,000 square feet in New York City, a national distribution center totaling 400,000 square feet in Greensboro, North Carolina, a 160,000 square foot administrative office in Lyndhurst, New Jersey and a 100,000 square foot warehouse center also in Lyndhurst, New Jersey. Keewaydin also provided market analysis, site selection and lease negotiation for sales offices in Los Angeles and Seattle.

When Polo originally retained Keewaydin to assist with its warehouse relocation, their instructions were clear: Find or construct a 400,000 square foot warehouse within a one hour drive of Manhattan's Lincoln Tunnel. After preliminary work with Polo, Keewaydin asked "Why New Jersey?" Keewaydin commenced a very detailed project to evaluate all of the relevant factors in determining the ultimate location for a single national distribution center.



After six months of study, cataloging all the considerations and evaluating all the important factors of eight detailed alternatives, Keewaydin recommended a relocation to Greensboro, North Carolina. A facility was ultimately designed and constructed at approximately one-half of the cost for an identical facility in New Jersey. Productivity exceeded expectations and customer service improved substantially. In the process Polo's cost-per-unit handled went from one of the highest to one of the lowest in the apparel industry.

Keewaydin Services:

- Strategic Real Estate Planning
- National Site Selection
- Real Estate Negotiation
- Manhattan Headquarters
- North Carolina Distribution Center
- Project Management
- Relocation Management

*The Polo Ralph Lauren
headquarters office in
New York City*