

# BARNES *Reports*

**U.S. Process, Distribution & Logistics  
Consulting Industry (NAICS 541614)**

- Market Reports
- Industry Trends
- Demographic Data

– Edition **2008**

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# PROCESS, DISTRIBUTION & LOGISTICS CONSULTING (NAICS 541614)

## TABLE OF CONTENTS

- Users' Guide
- Industry Definition and Related Industries
- Sub-Industries - 2007 Estimated Industry Sales (\$Millions)
- Sub-Industries - 2007 Estimated Number of Establishments
- Sub-Industries - 2007 Estimated Number of Employees
- 5-Year Trend - Estimated Industry Sales (\$Millions)
- 5-Year Trend - Estimated Number of Establishments
- 5-Year Trend - Estimated Number of Employees
- 2008 U.S. States - Estimated Number of Establishments
- 2008 U.S. States - Estimated Industry Sales (\$Millions)
- 2008 U.S. States - Estimated Number of Employees
- 2009 U.S. States - Estimated Number of Establishments
- 2009 U.S. States - Estimated Industry Sales (\$Millions)
- 2009 U.S. States - Estimated Number of Employees
- 2008 U.S. Metropolitan Areas - Estimated Number of Establishments
- 2008 U.S. Metropolitan Areas - Estimated Industry Sales (\$Millions)
- 2008 U.S. Metropolitan Areas - Estimated Number of Employees
- 2009 U.S. Metropolitan Areas - Estimated Number of Establishments
- 2009 U.S. Metropolitan Areas - Estimated Industry Sales (\$Millions)
- 2009 U.S. Metropolitan Areas - Estimated Number of Employees
- Definitions and Terms

# PROCESS, DISTRIBUTION & LOGISTICS CONSULTING (NAICS 541614)

## USERS' GUIDE

The Barnes Reports are the leading publications on U.S. industries and estimates and forecasts on sales and employment demographics. As a way of making the most of this information, we have included a few suggestions and tips to aid you in processing and using this information.

Managers, planners, and market researchers use this information for a variety of activities:

- Sizing markets and segments – You can estimate the size of the regional markets you sell in and your company's market penetration into that market. You can do the same with the market segments in which you participate.
- Sales territory potential – You can estimate your market penetration and also the market potential in any regional area or market segment.
- Sales forecasting – With the estimates on the size of the industry, market researchers supporting a sales force can then estimate and forecast the future size of the industry.
- Advertising strategies – You can use this information for forecasting and estimating sales potential and target advertising campaigns.
- Competitive analysis – You will use the information to locate your possible competitors (if it is not already known), to estimate their size, growth and strengths and weaknesses and to see what market segments in which they participate.

We recognize that many managers today are asked to provide detailed analysis of their markets, sales territories, distribution channels, and product placements. We have organized these reports in a logical format making your market analysis and research tasks easy to accomplish.

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# PROCESS, DISTRIBUTION & LOGISTICS CONSULTING (NAICS 541614)

## INDUSTRY DEFINITION AND RELATED INDUSTRIES

**NAICS 541614: Process, Distribution & Logistics Consulting.** This industry comprises establishments primarily engaged in providing operating advice and assistance to businesses and other organizations in areas, such as: (1) manufacturing operations improvement; (2) productivity improvement; (3) production planning and control; (4) quality assurance and quality control; (5) inventory management; (6) distribution networks; (7) warehouse use, operations, and utilization; (8) transportation and shipment of goods and materials; and (9) materials management and handling.

### Related Industries

- Management Consulting Services
- Human Resources Consulting Services
- Marketing Consulting Services
- Administrative Consulting Services

### U.S. Census Categories

NAICS 541614 – Process, Distribution & Logistics Consulting is  
7% comparable to SIC 8742 – Consulting Services

### Sub-Industries

- Management consulting services
- Industrial and labor consulting services
- Automation and robotics consultant
- Industrial consultant
- Industrial hygiene consultant
- Maintenance management consultant
- Management engineering
- Manufacturing management consultant
- Quality assurance consultant