E-commerce Company Expands Its Reach

Start Today

An e-commerce retail company in Japan

Park Name: Prologis Park Narashino 3 and 4
Location: Tokyo, Japan
Building Type: Multistory distribution centers – speculative developments
Size: Facilities:
Narashino 3 – 601,000 square feet (55,900 square meters)
Narashino 4 – 1.2 million square feet (108,500 square meters)
Customer:
Narashino 3 – 203,400 square feet (18,900 square meters)
Narashino 4 – entire facility

Customer Needs
Start Today is an up-and-coming e-commerce retailer for fashion and apparel, expanding its business in Japan. Finding high-quality logistics space close to the heart of Tokyo was critical to being able to shorten delivery times. With no storefronts, Start Today is focused on being a non-asset company and therefore desired to lease, not to own, its distribution space.

Key Features
• Rooftop garden helps reduce CO₂ emissions
• Seismic isolation system
• Emergency earthquake alert system
• Emergency generator
• Reserve non-potable water supply
• On-site cafeteria

The Solution
Start Today selected Prologis Park Narashino 3 because of its efficiency and flexibility, as well as employee-friendly amenities. The facility was so well appointed, even as a speculative development, and well located for its employees that the company made the distribution center its corporate headquarters, complete with photo studios for its products and a call center.

In addition to this space, the customer has also preleased the entire neighboring facility, Prologis Park Narashino 4, another speculative development completed in August 2013.

“Prologis has excellent knowledge and experience regarding distribution centers, since they have expertise in developing logistics facilities, and we expect to make use of this knowledge to expand our business.

Although our business is changing rapidly, we can work flexibly and adapt to change by making good use of Prologis’ facility.”

Mineki Okura, Director and General Manager, Fulfillment
Start Today