

# **Cost Analysis of Promotional Activities for a 15kW Folding Container**





## Overview

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Do foldable containers generate revenue?

However, this does not generate revenue and incurs container management costs (CMCs). Some container carriers may use foldable containers (FLDs), such as four-in-one designs, instead of standard containers (STDs), in order to minimize the costs associated with relocating empty containers.

What are the conditions for the success of foldable containers?

Konings and Thijs summarized clearly the conditions for the success of foldable containers in the market: (1) low costs for folding and unfolding the containers; (2) low manufacturing costs; (3) compatibility with existing equipment for intermodal transport; and (4) structural robustness.

Are foldable containers effective in repositioning empty containers?

Foldable containers are considered an effective solution to deal with the endemic imbalance in the repositioning of empty containers. Several foldable containers were commercialized without clear breakthrough in the market and most current researches are still limited to small pilot projects.

Do foldable containers reduce container fleet management costs?

The effect of foldable containers on the costs of container fleet management in liner shipping networks. *Maritime Economics & Logistics*. 2012. Vol. 14. No. 4. P. 455-479. DOI: 10.1057/mel.2012.16. Shintani, K. & Konings, R. & Imai, A. Combinable containers: A container innovation to save container fleet and empty container repositioning costs.



## Cost Analysis of Promotional Activities for a 15kW Folding Container

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