This report describes the application of Systems Engineering methods to the intermediate findings of a research project to define a new logistic concept for the Vegetable and Fruit Sector of the Netherlands (NGF). The Systems Engineering method was used to consolidate the project work, primarily the exploration of technical possibilities for improving the current logistic system, into a demand driven formulation with which the continued efforts could be guided. Assuming background knowledge of design phasing, the project may be considered to be in the first phase of Business Opportunity Study. A structured design process, applicable to each phase at increasing level of detail, is described and applied. A hierarchy of requirements is developed and superficially analysed. A concept hierarchy is developed and each requirement is allocated to an element of this hierarchy. A framework for the verification and definition of the next lower levels, using scenarios chosen to expose the modularity aspect of the system concept, is presented.