

# Business Site Selection and Location Promotion



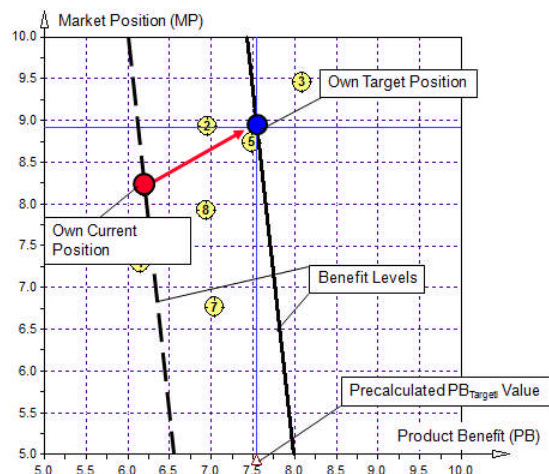
City and regional promotion organisations are challenged to maintain a high quality services portfolio for their citizens, their business community and for their visiting guests. Frequently, complex investment decisions, with long term implications need be taken to guarantee their customers a healthy, culturally rich and economically satisfying living environment. Die GenevaServicesGroup supports cities and regions in evaluating their services portfolio (e.g. in the areas of business climate, tourism, web presence) and in identifying specific improvements for continuous future success.

Example: Determination of an improved Market Position for a Community'

|      | PN   | MP   |
|------|------|------|
| OG   | 10   | 10   |
| UG   | 5    | 5    |
| soil | 7,55 | 8,92 |

- 1 = Own Community
- 2 = Community 1
- 3 = Community 2
- 4 = Community 3
- 5 = Community 4
- 6 = Community 5
- 7 = Community 6
- 8 = Community 7

- Score Definitions:**
- 10 = Very Good
  - 8,2 = Good
  - 6,4 = Satisfactory
  - 4,6 = Sufficient
  - 2,8 = Non Sufficient
  - 1 = Failing



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The evaluation of the services portfolio can be carried out both in comparison with a number of competing or participating communities (e.g. to improve one's own position, or offer a combined services portfolio) or as an individual community project based on the specific requirements of the community (e.g. risk analysis of a new entertainment park). The evaluation data may be derived from expertise opinions, publicly available data bases, surveys or a combination thereof.

For corporate clients, the GenevaServicesGroup will compare and rate potential business sites in terms of maximum benefit. For investors, investment risk calculations for new real estate locations or for business projects are offered. The market proven decision support system „ DecisionMaker“ (developed by Schauburg Consulting) is used for these projects.