



BRICKENDON

LOCATION STRATEGY SOLUTION



# WHAT IS LOCATION STRATEGY?

Location Strategy is a plan for obtaining the optimal location spread for a company or operating division by identifying the firm's needs. It should form a key part of any organisation's corporate strategy and carried out correctly, can reduce a company's operating costs by as much as 60 per cent.

Following the Brexit vote, the issue of location is even more important as organisations prepare for a period of unpredictable change.

Brickendon has significant expertise in this area and our highly-skilled and experienced consultants can provide the analysis, advice and bespoke solutions to maximise the opportunities and minimise the risks and cost associated with running your business.

**LOCATION** IS A KEY FACTOR IN AN ORGANISATION'S PROFIT AND SUCCESS

RIGHT ROLE IN THE RIGHT **LOCATION**

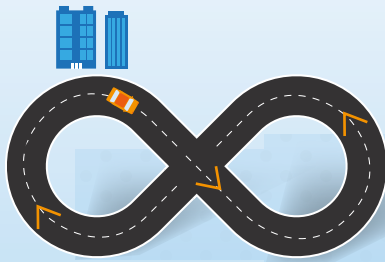
A ROLE THAT WORKS WELL IN ONE **LOCATION** MAY NOT WORK SO WELL IN ANOTHER. IT IS WORTH INVESTING UPFRONT TO ENSURE THE RIGHT DECISIONS ARE MADE

IT IS NOT ONLY ABOUT KEEPING COSTS DOWN, THE **LOCATION** STRATEGY CAN ALSO BE AN OPPORTUNITY TO EXPLORE AND EXPAND IN NEW MARKETS

A ROBUST **LOCATION** STRATEGY PROVIDES A COMPETITIVE ADVANTAGE

SETTING UP A **LOCATION** STRATEGY FRAMEWORK WITH A RIGHT-FIRST-TIME APPROACH IS CRUCIAL

# FAILING TO ADEQUATELY CONSIDER A DETAILED LOCATION STRATEGY, CAN HAVE A MAJOR IMPACT ON YOUR BUSINESS AND COULD COST SIGNIFICANT AMOUNTS OF TIME AND MONEY



Cyclical pattern  
of consistently  
having to relocate



High real-estate costs



Damage to  
reputation



Struggle to attract  
and retain top talent



Duplication  
of work



Financial  
penalties



Operational  
inefficiency

# BRICKENDON LOCATION STRATEGY PRINCIPLES



## HOLISTIC APPROACH

- Aligned to the client's corporate strategy.
- Long-term solution in a short time-frame.



## TAILOR-MADE SOLUTION

- Bespoke programme developed in conjunction with the client's needs and our best practices.



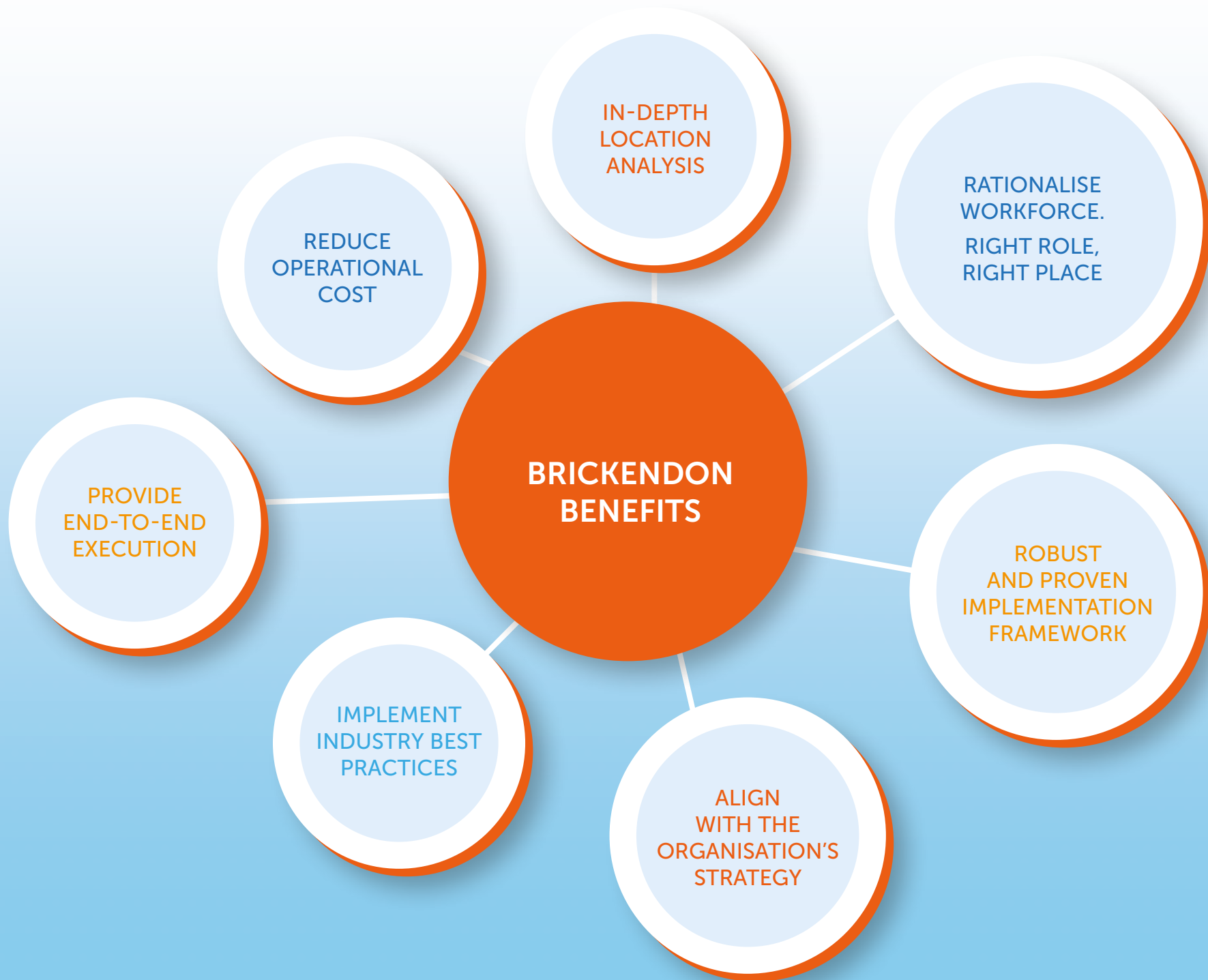
## COHESIVE EXECUTION

- Key stakeholders are involved from the start to ensure seamless planning and execution.

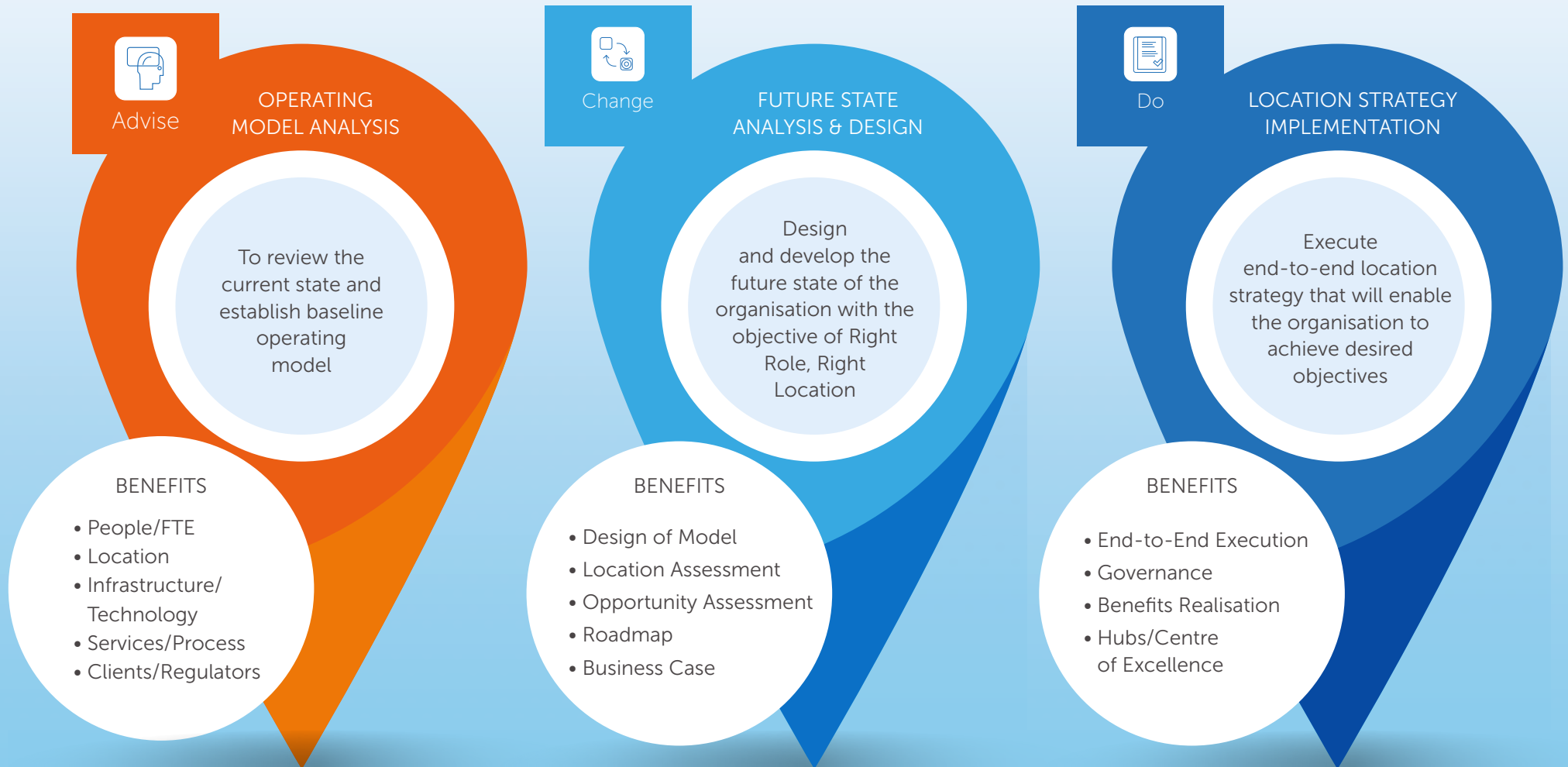


## CONTINUOUS IMPROVEMENT

- Clients are provided with a framework where location decisions can be continually reviewed



# BRICKENDON LOCATION STRATEGY APPROACH



# LOCATION CONSIDERATIONS

## CLIENTS

Does the location align with your clients' needs?

## PEOPLE

What talent is available and what are their skillsets?

How sustainable is the workforce and is it aligned to your firm's culture?

What vendors are available?

## INFRASTRUCTURE & SYSTEMS

What do the local infrastructure and systems look like?

Can they support your clients and regulatory requirement?

## RISKS

What are the operational, political, economic, financial and reputational risks?

## REGULATORY

What are the impacts of local regulations, organisational compliance and data regulations?

Have you reviewed the process of unwinding operations (e.g. Brexit)?

## COMPETITION

Do you understand the competitive environment?

What impact does this have on hiring processes, average salaries, real-estate costs and vendor fees?

## FINANCIAL

What is the cost of labour, infrastructure, real-estate, training and recruitment?

# BREXIT IMPACT

How prepared is your organisation?

## Single Access Market



Certain businesses, or parts thereof, may be required to move out of the UK in order to carry out business within the EU – particularly expected to be an issue for asset managers and insurers

## Potential Unwinding



Much of the financial regulation currently applicable to the UK derives from EU legislation which is expected to change after Brexit

## Regulatory Implications



The relationship the UK forms with the EU will dictate the future regulatory framework

## Operating Model Assessment



Evaluate the end-to-end flow of data, processes and systems. It is vital to understand touch points and how information currently travels through the process and how it would travel if the borders were to change or become restricted

## Client Analysis



In the new regime, some clients may not be able to trade with UK and vice versa



# BRICKENDON LOCATION STRATEGY MAP

Brickendon have the specialist skillset to provide an end-to-end location strategy solution that ensures the right role is in the right location so that the anticipated benefits are fully realised and focussed on **your organisation's priorities**.





BRICKENDON

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