

Considerations for The Technology Hub Headquarters of the future. The decision between Stockholm area and Gothenburg

Background

Stockholm which is the capital city of Sweden and Gothenburg which is the second largest city each have a population of more than 1 million people each. They are both developed and already have businesses and recreation activities taking place there. While there are various considerations to make when setting up or deciding on key factors for the existence of companies, businesses and organisations. While factors such as financial capital, employees and the availability are important, the other major factor is location and proximity to critical and key instalments. Location is a determining factor for many companies and that is why not all companies have a presence in all places. Others may argue that capital and availability of markets decide that but location if under looked can cripple a business with a good market and capital. Some well to do businesses have closed shop in places just because the location was not the best. The employees need to be able to access what they need and when they need it. The business itself also needs to be able to purchase and acquire resources at the least cost and spend the least when delivering to the market. Therefore, proximity to places like the market, inputs, infrastructure and employees is very important.

The world today is full of various companies and businesses that have appropriately positioned themselves near locations where they can quickly and easily access their requirements. Location is such a key factor because it can contribute to the profit and losses of a company. The location of a company also determines the type of employees who get attracted to work there. A company that plans to get the best out of its vision and plans will add location to their list of priorities. When addressing the location factor, there is also the key element of proximity that needs to be addressed. Proximity to the key inputs for example consumables are important because it means that the employees will feel motivated and comfortable to stay in such areas. It means employees will have access to what they need when they need it.

However, technology companies and their communities unlike the manufacturing businesses are filled with employees who need to have access to consumables and places to relax and rest. Places like coffee shops, food, shopping and fun places are regarded as idea hatching places. This is because ideas are birthed in such places. In such places is a variety of activities, people and opportunities to share and get ideas about new technology products and services.

Business Problem

While location is considered a key factor when determining the success and prosperity of a business, most lucrative food places and parks are already located closer to existing businesses. This therefore means that any other business that intends to open a location will need to find a place with the best available proximity to food places, parks and shopping places. The size of the company could also mean that it cannot be established in places with proximity to all the parks and food hubs they need. This means that technology hubs that intend to employ a large number of employees will need to investigate parks and recreation areas or build their own. While the issue of finances may exist, a technology hub may need to first be located in an are with good proximity to places that will encourage their employees to be creative and get good ideas.

However, various cities do not have laws and policies that govern or determine the location of parks and food hubs in which employees of technology hubs can interact. This means that such businesses get located according to their own goals. This then means that a technology hub will have to do a location and proximity research to determine where it should be located.