

FleetWings Relocation Proposition

The Big Five



At A Glance

Fleetwings' current location in San Francisco prevents the firm from achieving short and long term goals.

1

Current Situation

- Rapid growth of firm with firm looking to expand
- High **cost of living**
- High **population density**



Population Density
18,860 persons/sq mi.



Median Home Price
\$1,374,400



Cost of Living
80% above national average

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- Foster positive relations with stakeholders



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Short Term Goals

- Employee excellence**
 - Provide assistance by offering world class employee relocation packages
- Customer excellence**
 - Creation of new innovations to enhance customer experience
- Sustain annual growth**

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Short Term Goals

Employee excellence

- Provide assistance by offering world class employee relocation packages

Customer excellence

- Creation of new innovations to enhance customer experience

Sustain annual growth

3

Long Term Goals

Employee excellence

- Attract and train digitally adept talent
- Maintain a 5.5 year average retention rate

Customer excellence

- Implement artificial intelligence

- Expand facilities

Increase annual growth

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Factors of Consideration

To successfully relocate, there are numerous factors that will affect our decision.



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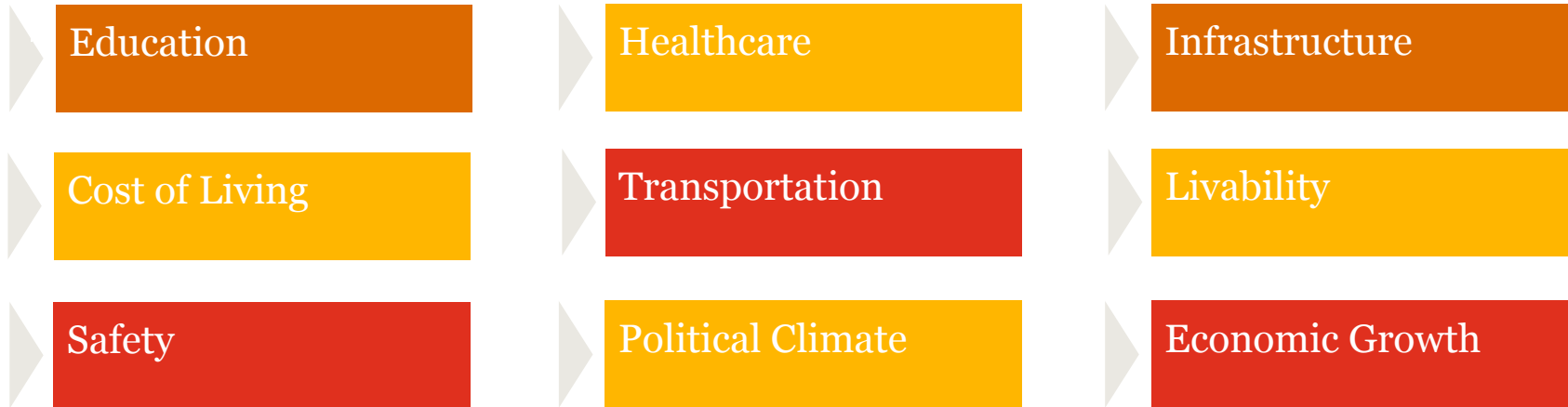
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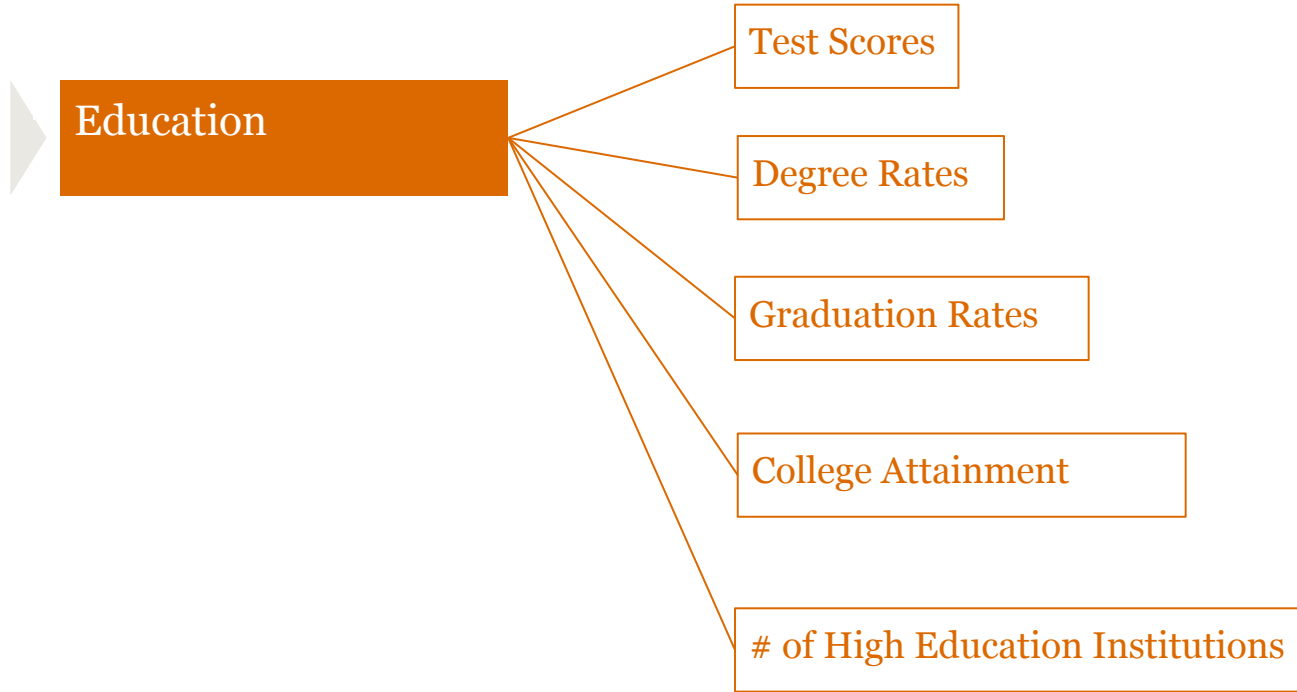
Metrics: Quality of Life



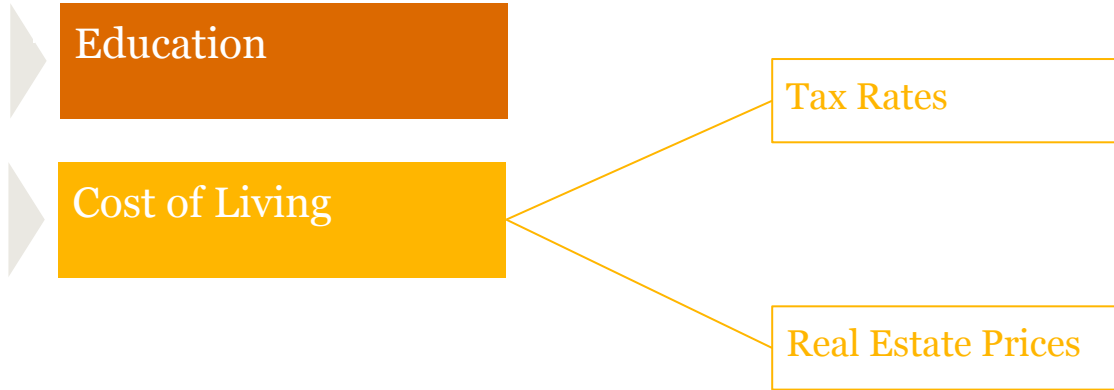
Metrics: Quality of Life



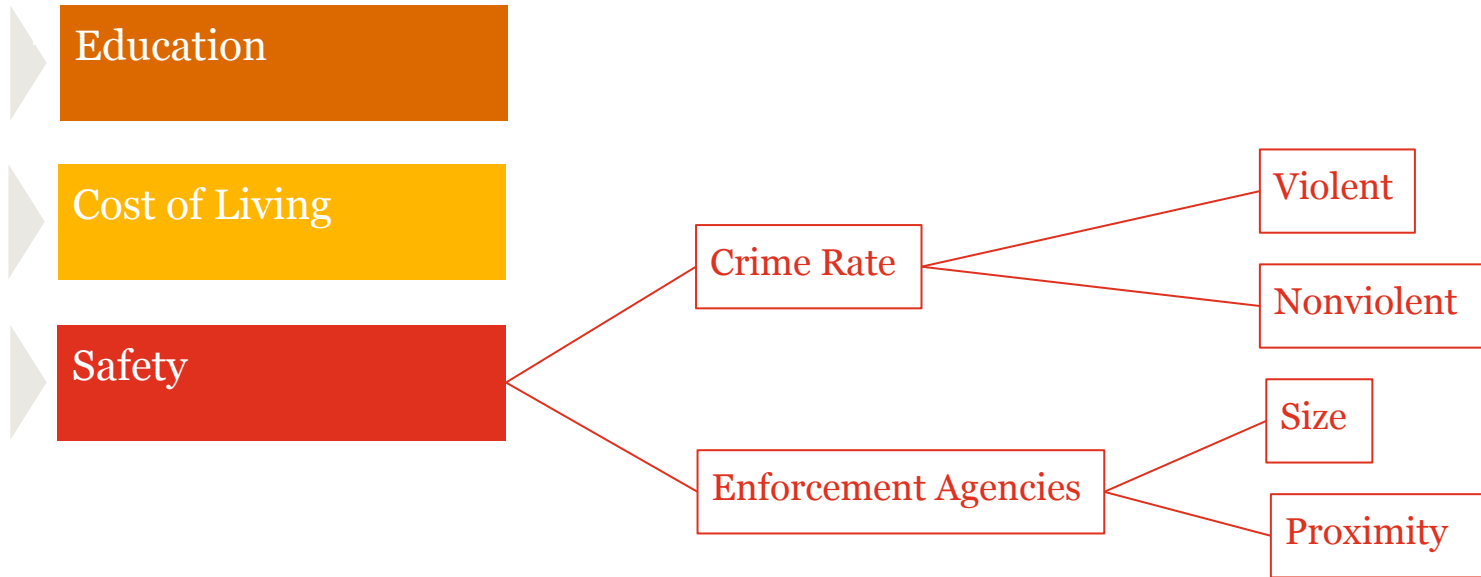
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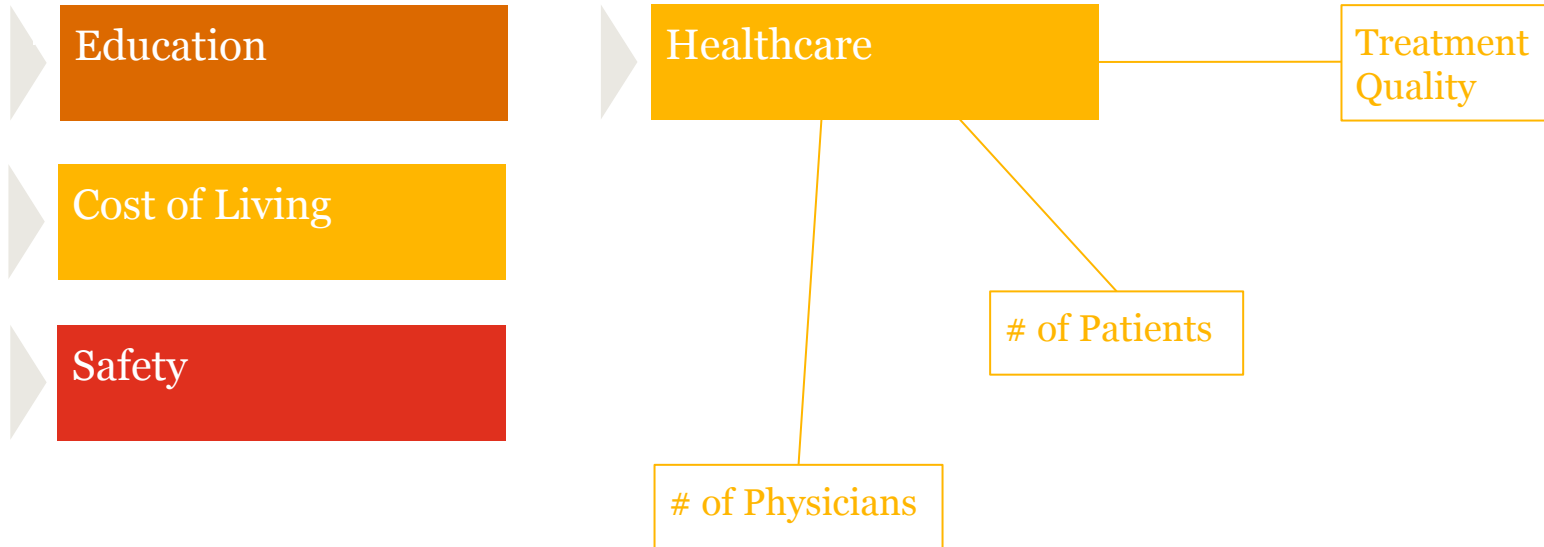
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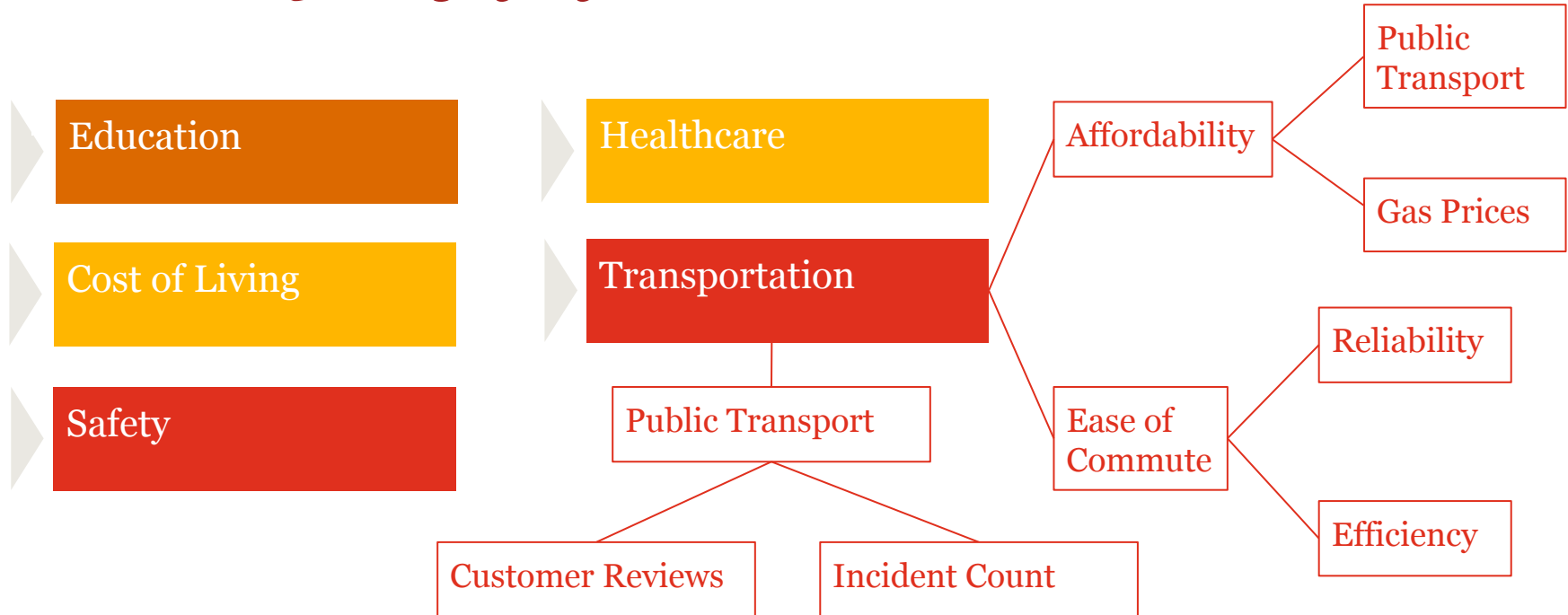
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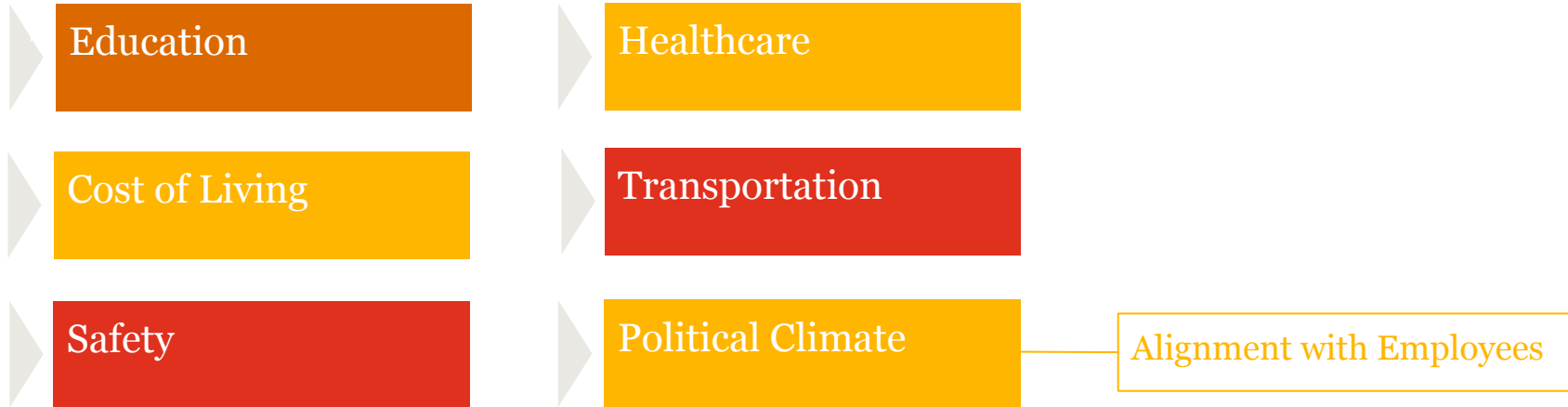
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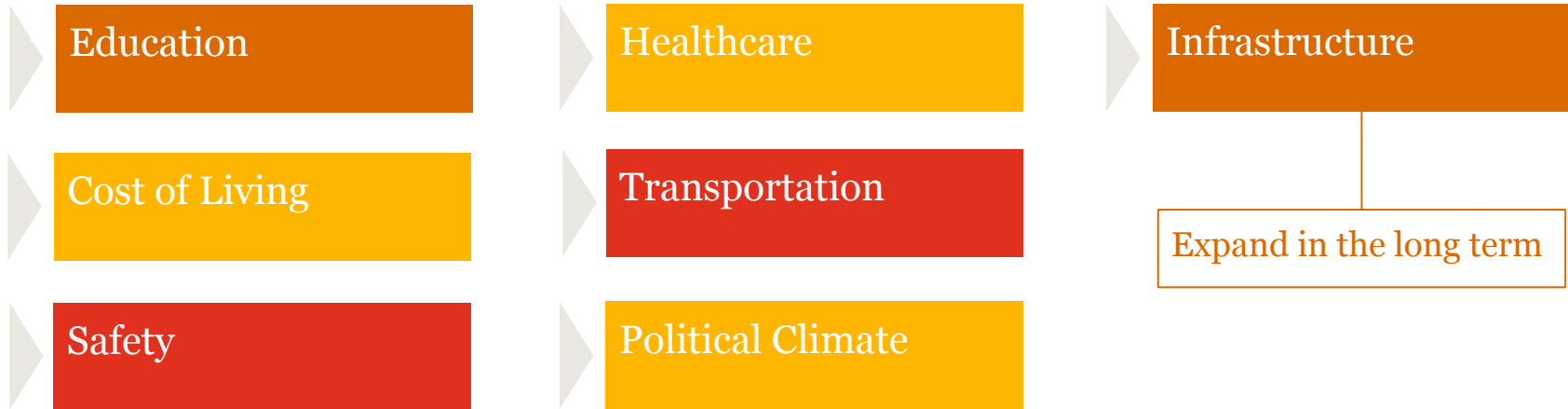
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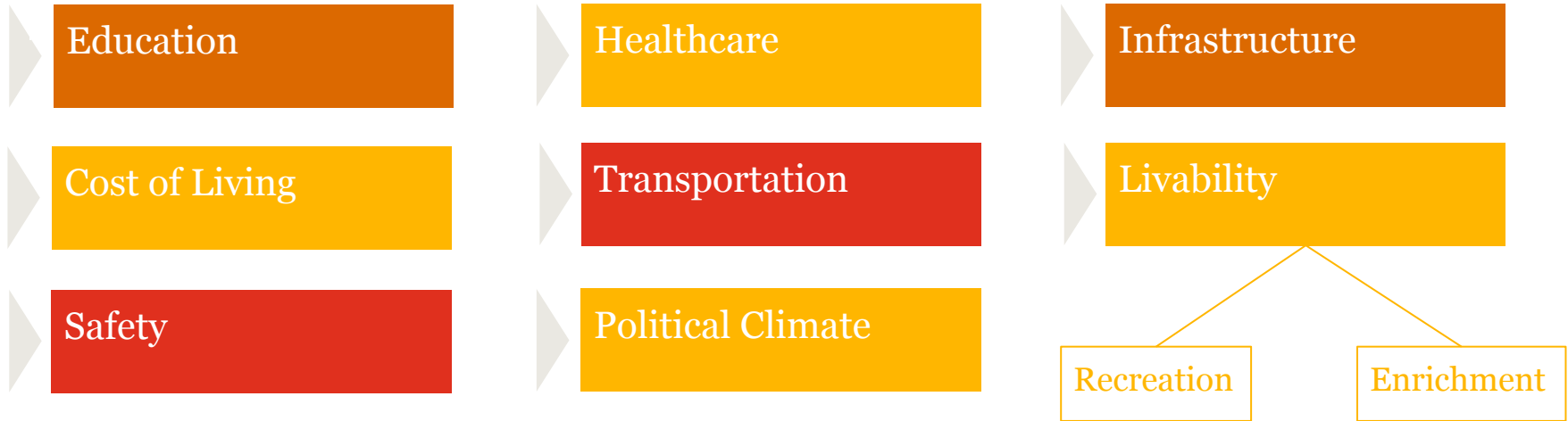
Metrics: Quality of Life



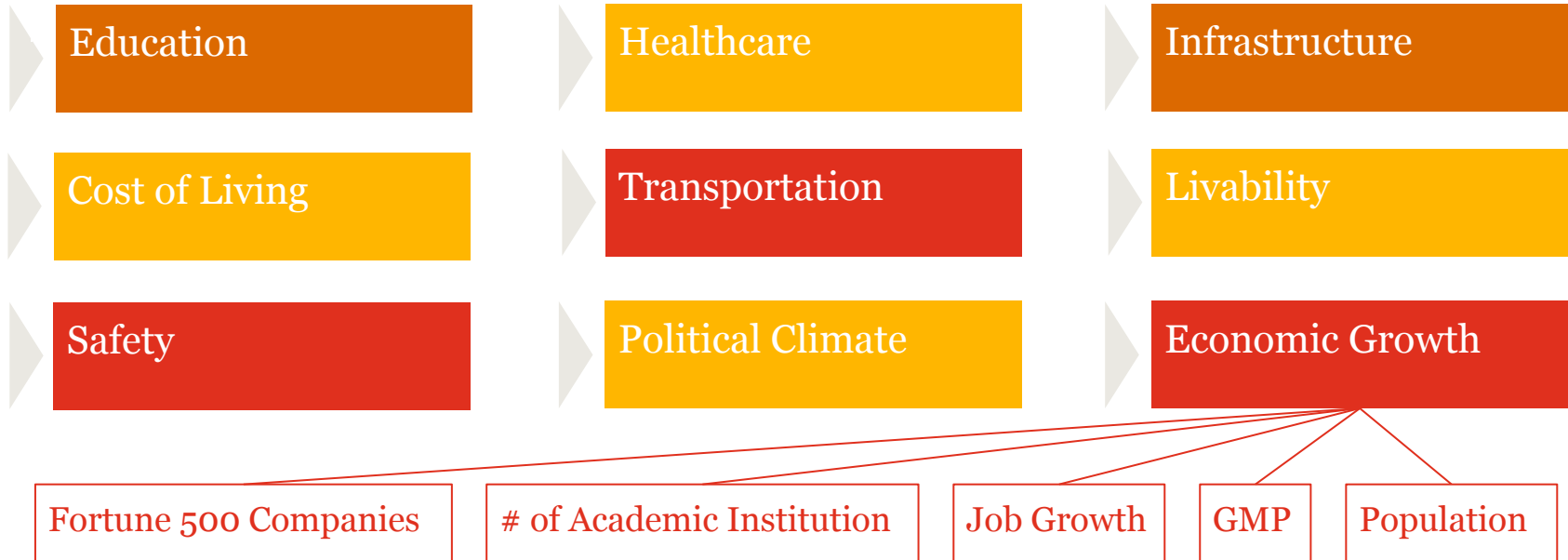
Metrics: Quality of Life



Metrics: Quality of Life



Metrics: Quality of Life



Metrics Evaluation

Trait	Importance		Jannington		Del Perro		Freedville	
	Short Term	Long Term	Short Term	Long Term	Short Term	Long Term	Short Term	Long Term
Education	5	1	2	1	3	3	1	2
Cost of living	3	6	1	2	1	1	3	3
Safety	1	2	2	2	3	3	1	1
Healthcare	2	2	3	3	2	2	1	1
Political Climate	9	9	3	3	2	2	1	1
Transportation	4	7	1	2	3	3	2	1
Infrastructure	8	4	3	3	3	2	1	1
Livability	6	8	2	2	2	1	3	3
Econ. Growth	7	5	2	2	2	3	1	1

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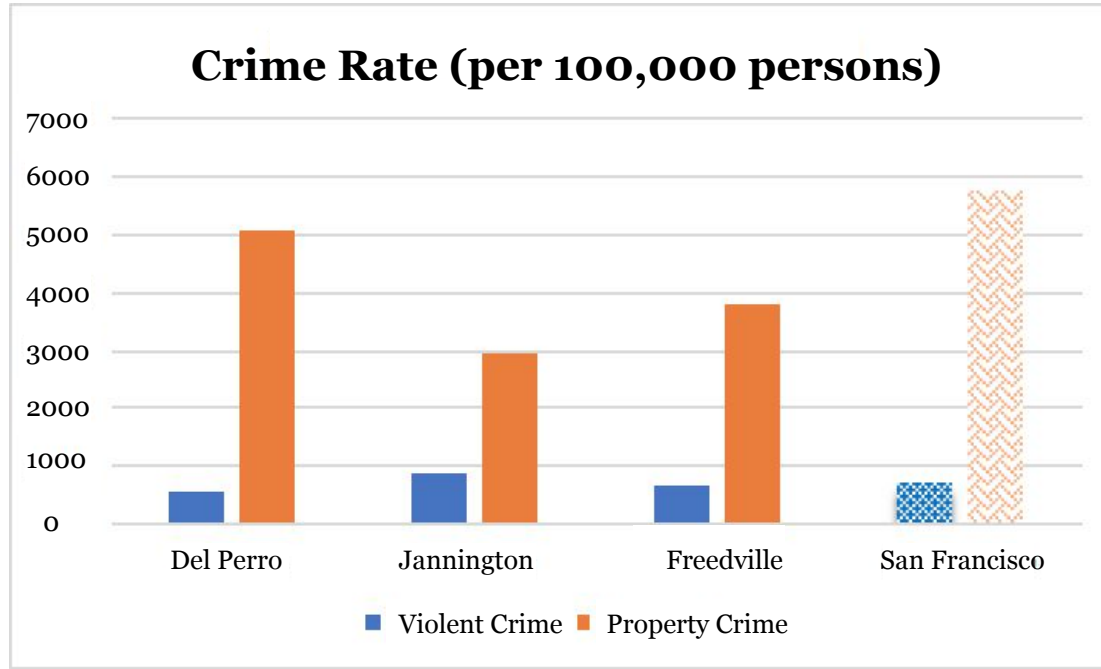
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Analysis: Short Term



Crime Rate

Comparison of violent and nonviolent crime across the four cities

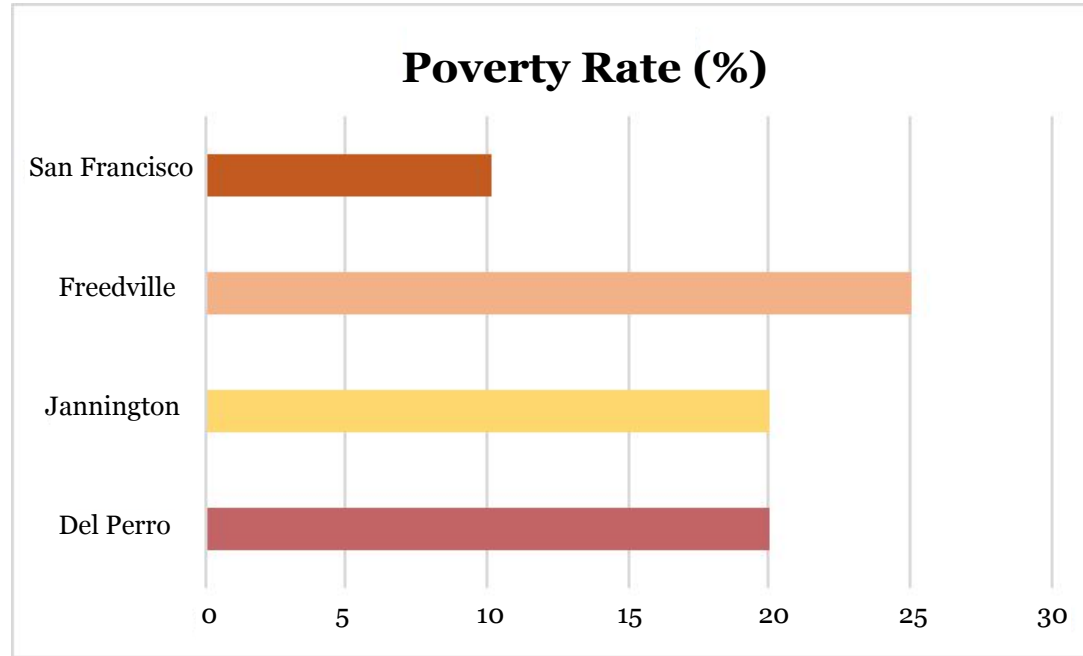


Evaluation

- All three cities have lower property crime than San Francisco
- All but Jannington have lower violent crime rates
- High-income earning employees more susceptible to property crimes.

Poverty Rate

Evaluation of poverty by each city



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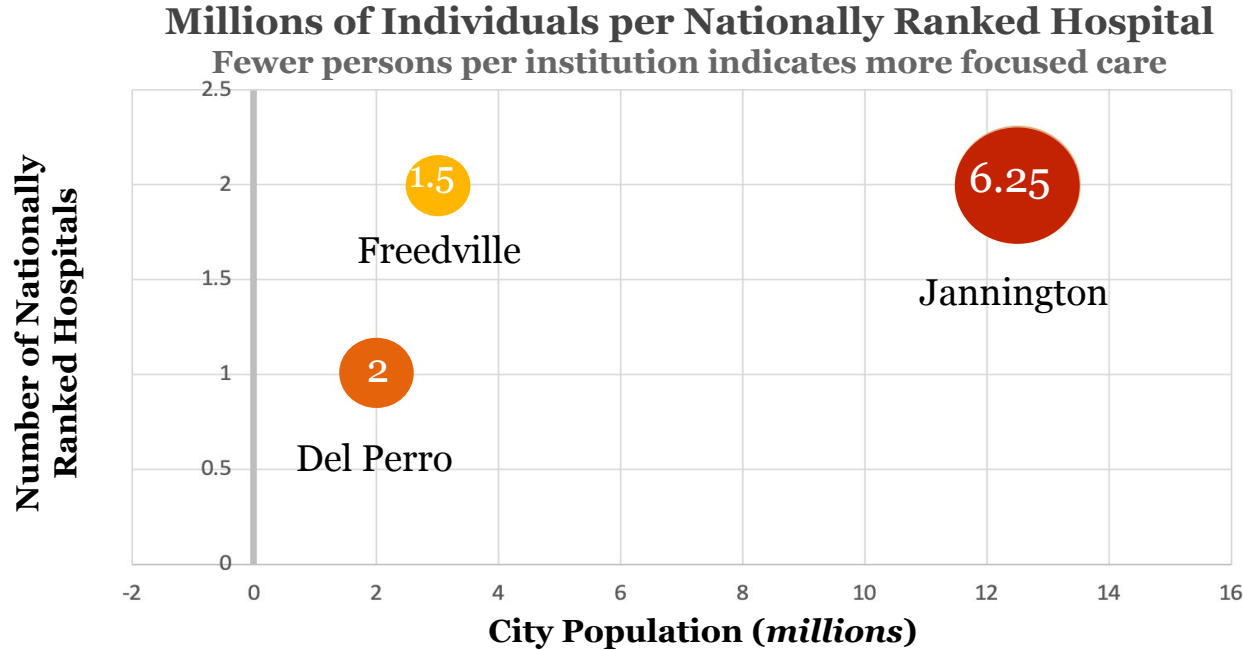
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Valuation of Healthcare

Number of national ranked healthcare centers by population



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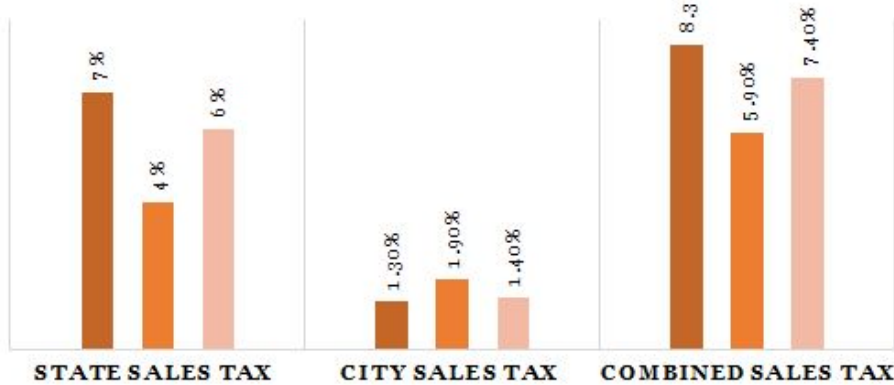
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Cost of Living

Comparisons of tax rates.

SALES TAXES

■ Del Perro ■ Jannington ■ Freedville



INCOME & PROPERTY TAX

■ Del Perro ■ Jannington ■ Freedville



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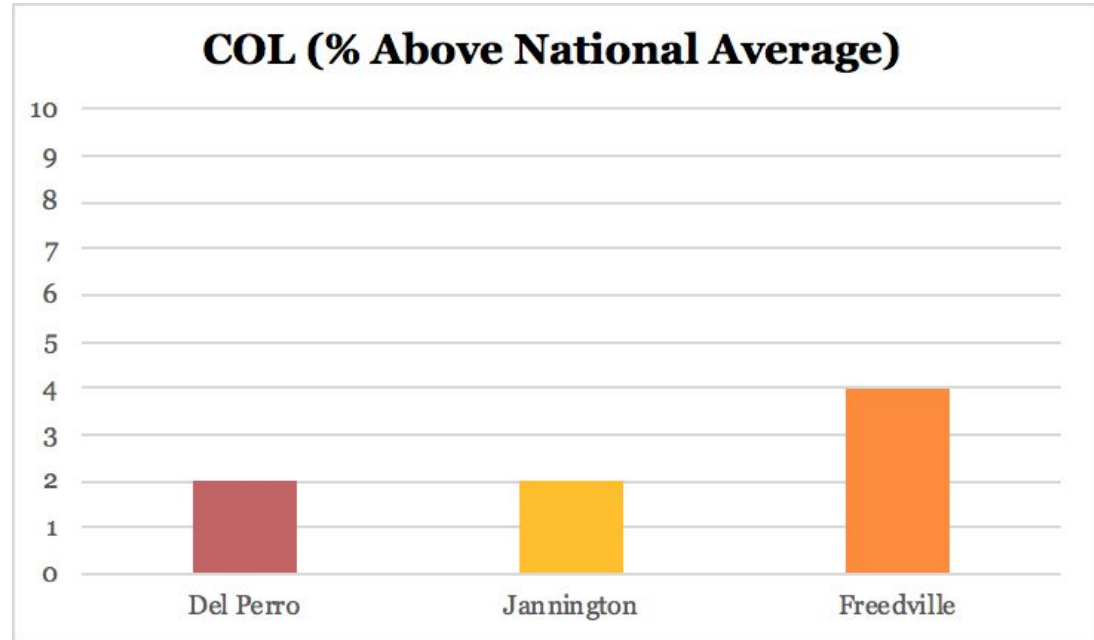
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Cost of Living

Comparison of each city's cost of living in relation to the national average

Evaluation

- All three city COLs are above the national average
- All three COLs are significantly lower than that of San Francisco



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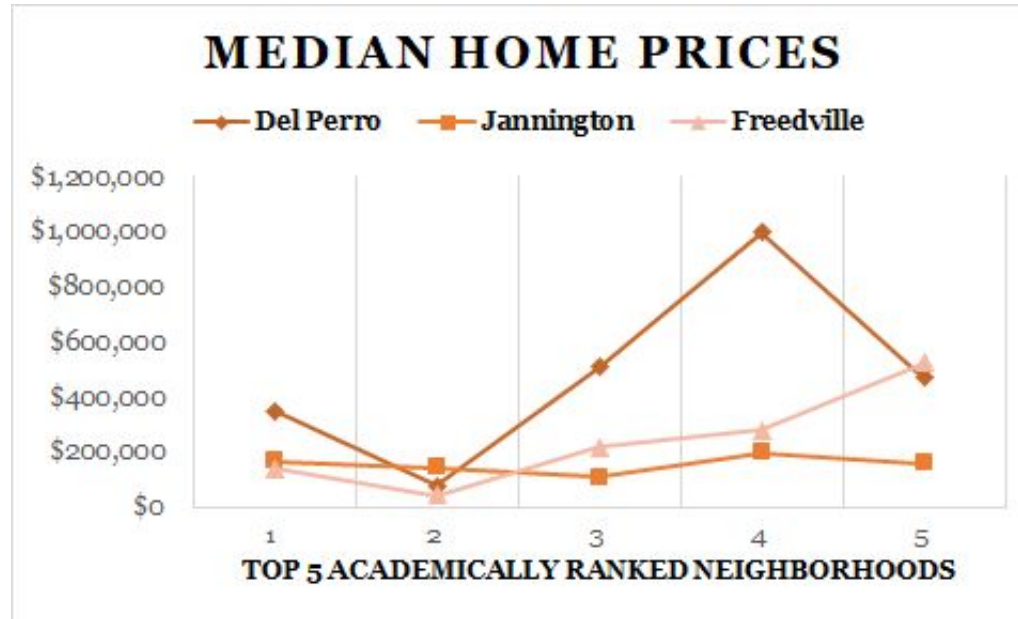
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Cost of Living

Comparisons of home pricing in top 5 academically ranked neighborhoods.



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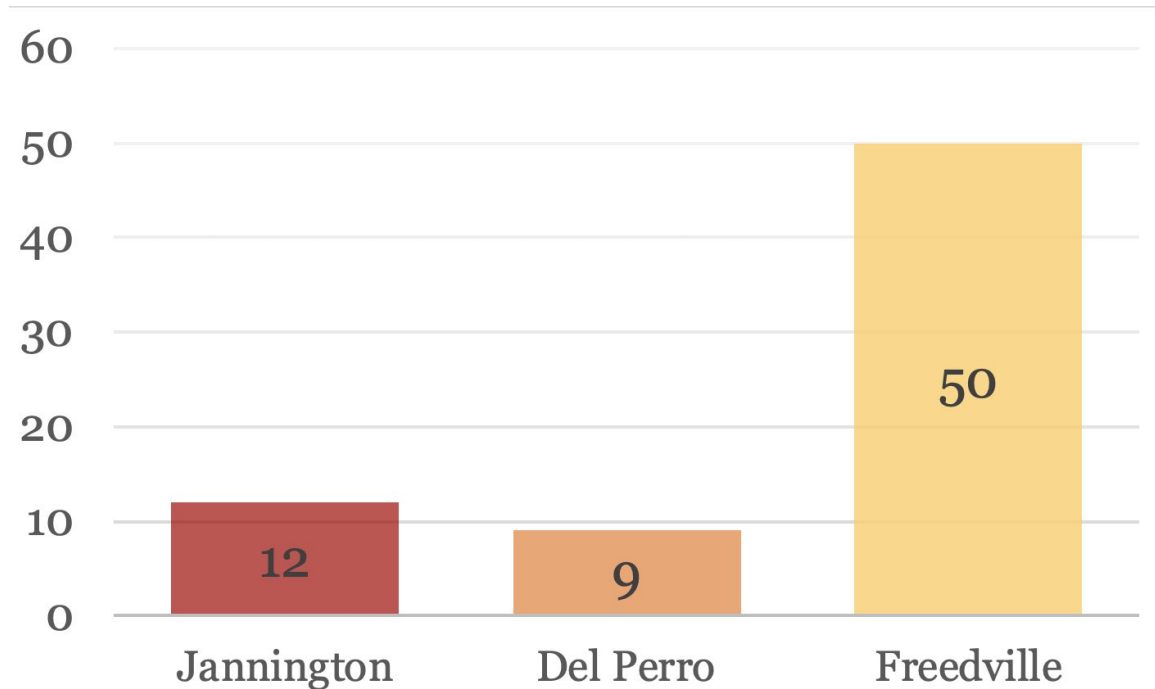
Analysis: Long Term



Higher Education

Evaluation of education by number of higher education institutes

Number of Colleges in Each City

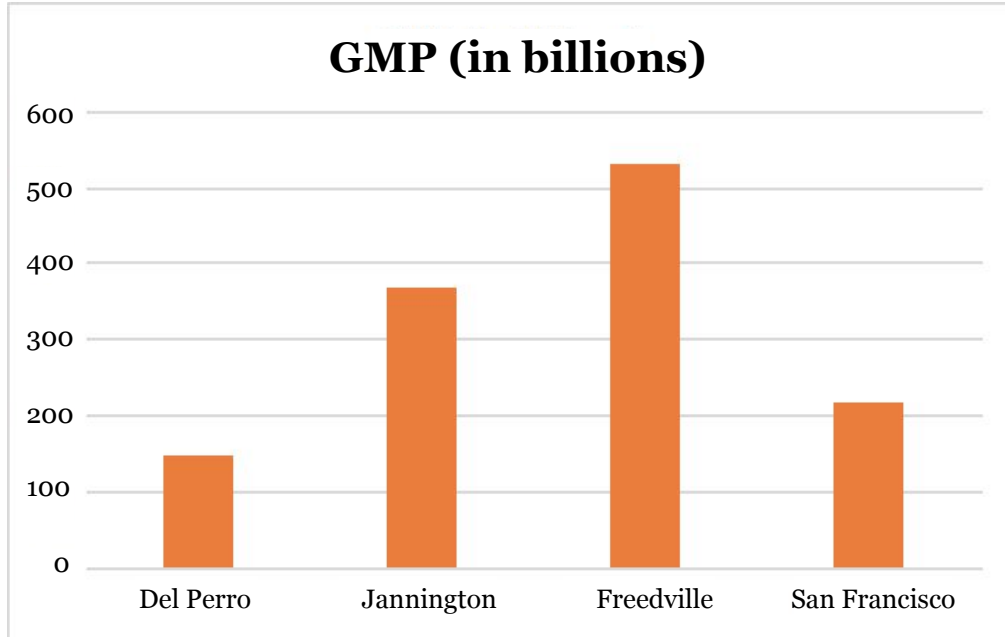


Gross Metropolitan Product

Comparison and evaluation of economic strength by city

Current Situation

- Freedville's GMP more than doubles that of San Francisco's
- Freedville is poised to grow in the long term with a large potential reserve of human capital [\[1\]](#)

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Financials



Relocation Financials

Item	Expenditures	Average
Office rental/year	Del Perro: \$122.85 million	\$ 155.19 million
	Freedville: \$168 million	
	Jannington: \$174.720 million	
Moving costs per household	Del Perro: \$2,605 - \$7,003	\$5,165.67
	Freedville: \$3,012 - \$8,180	
	Jannington: \$2,754 - \$7,440	
Relocation flight per avg. household	Del Perro: \$450	\$500
	Freedville: \$450	
	Jannington: \$600	

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Relocation Financials

Item	Expenditures	Average
Car shipment	Del Perro: \$1099	\$1,140.33
	Freedville: \$1306	
	Jannington: \$1016	
Lump sum for misc. costs	\$5,000	\$5,000
Other relocation costs: Temporary housing, orientation trip, home sale/lease-breaking penalty assistance		

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Short Term

Trait	Jannington	Del Perro	Freedville
Safety	2	3	1
Healthcare	1	1	3
Cost of Living	2	3	1
Transportation	3	2	1
Education	3	2	1
Livability	1	3	2
Econ. Growth	3	3	1
Infrastructure	2	2	3
Political Climate	2	2	1

Long Term

Trait	Jannington	Del Perro	Freedville
Education	1	3	2
Safety	2	1	3
Healthcare	2	3	1
Infrastructure	3	2	1
Econ. Growth	3	2	1
Cost of Living	2	3	1
Transportation	3	2	1
Livability	2	1	3
Political Climate	2	3	1

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Thank you!

Any questions?



Appendix

- Age demographics
- Short term metric rankings
- Health metrics
- Crime rate
- Poverty rate
- Cost of Living
- Higher education
- Gross metro product
- Transportation
- Fleetwings demographics

Short Term Metric Rankings

Comparison of the three cities based on factors in the short term

Trait	Del Perro	Jannington	Freedville
Safety	3	2	1
Healthcare	2	3	1
Cost of Living	1	1	3
Transportation	3	1	2
Education	3	2	1
Livability	1	2	3
Economic Growth	3	2	1
Infrastructure	2	3	1
Political Climate	2	3	1

Age Demographics

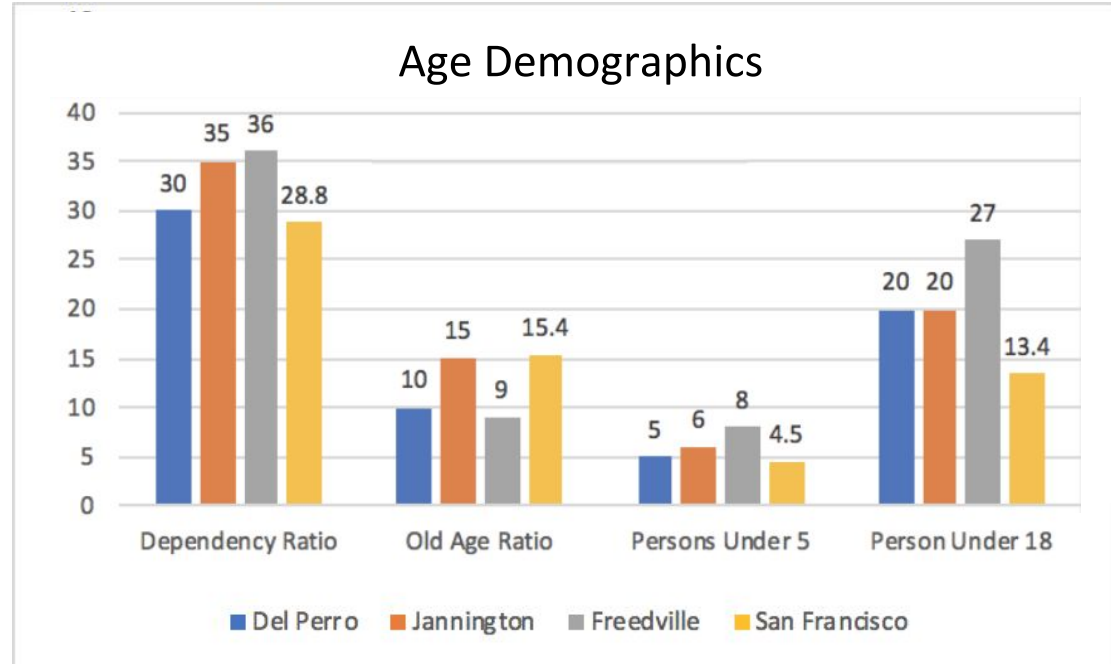
The impacts of old and young age dependency ratios by each city

Persons Under 18

- A large proportion of youth heading into work force.
- Greater proportion of youth has potential for economic growth in the long term.

Persons Over 65

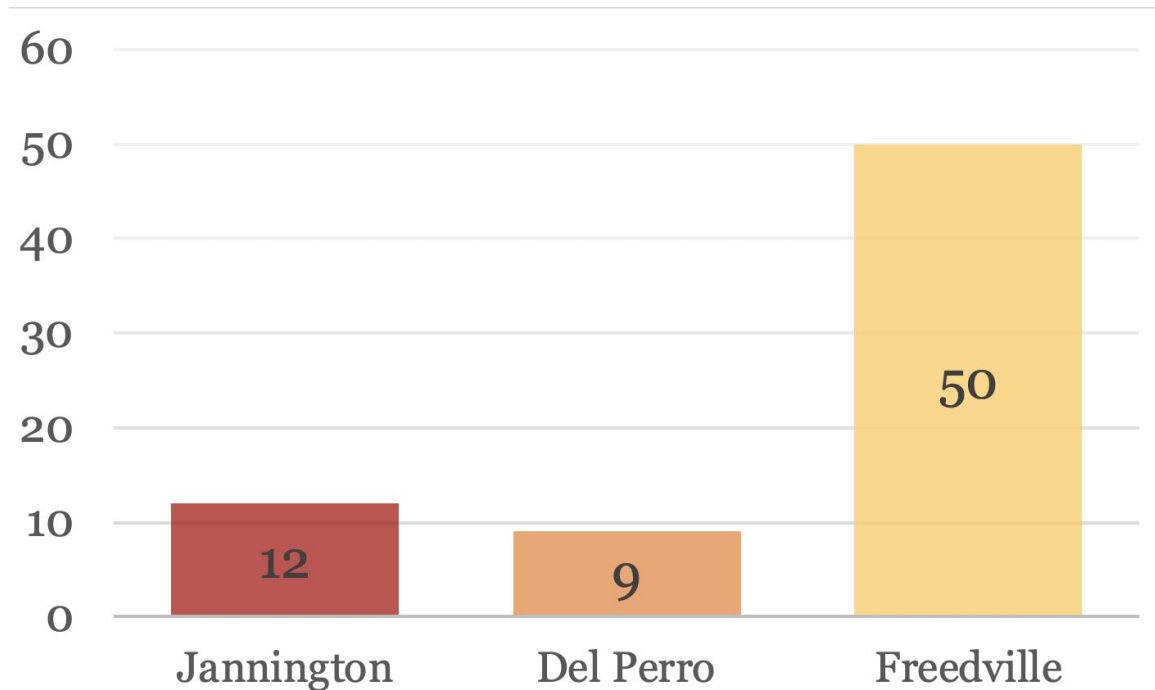
- Greater dependency ratio (especially in the 65+ range) increases tax rates for the working
- Greater proportion of old age ratio leads to slower economic growth.



Higher Education

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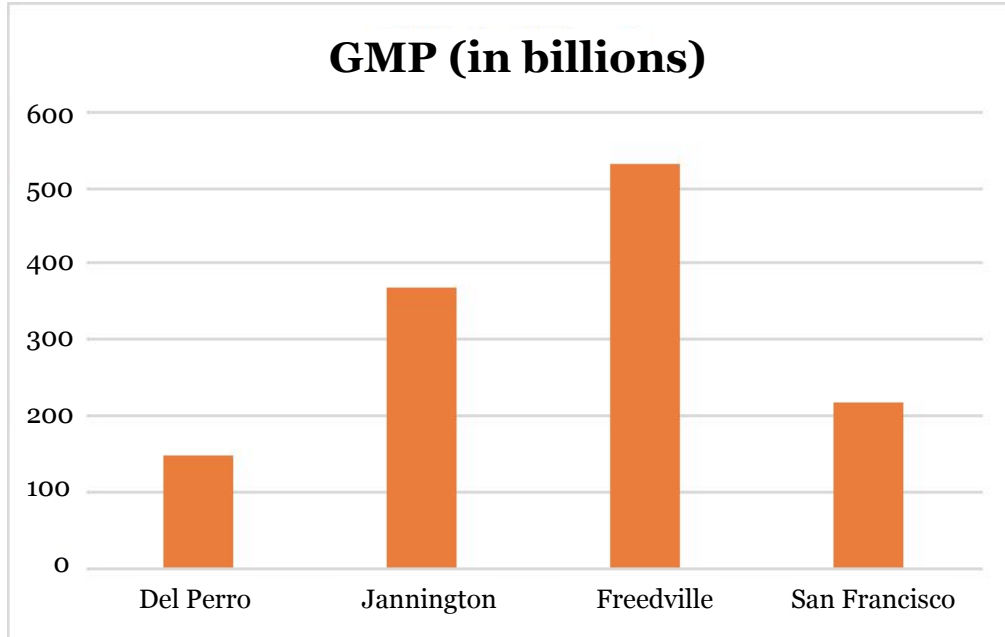


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Transportation Metrics

Comparison between transportation methods by city

<i>Available Transportation</i>	<i>Jannington</i>	<i>Del Perro</i>	<i>Freedville</i>
<i>International Airport</i>	XX	X	X
<i>Bus Service</i>	X	XX	X
<i>Light Rail/Commuter Rail</i>	XX	X	X
<i>Biker Friendly</i>		XX	X

Fleetwings U.S. Employee Demographics

- Gender: male 59%, female 41%
- Ethnicity: White 61%, Asian 34%, Hispanic 3%, Black 2%
- Education: undergraduate/advanced degree 85%, some college 10%, high school/equivalent diploma 5%
- Marital Status: married 64%, unmarried 32%, not reporting 4%
- Households with children: 72%

- Income:

