LOCATION
TECHNOLOGIES

amazon?

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Real Estate GIS Final Project Presentation - Fall 2017

Who are we and what's our Mission?

- We are a commercial real estate firm that offer strategic **location intelligence services, site selection and business models**. Location, location, location!
- Our mission is to challenge the industry and raise the standards of the quality service provided to the clients.

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What makes us different:

We're experienced and multi-talented. Our knowledge and skill allows us to better serve our clients. We can make logical predictions and offer solutions based on spatial data. We provide current statistics and crucial labor, transportation and cost data to help make informed decisions.
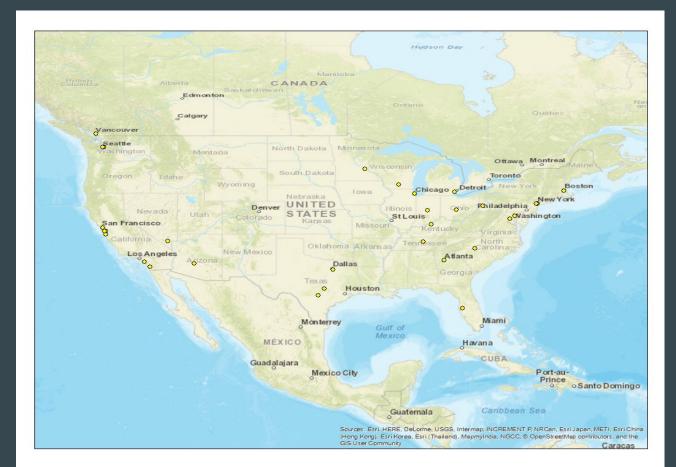
Our Services

- Tenant Advisory
- Site Selection Services
  - Geographic
  - State, MSA and City Wide
- Lease Administration
- Project Development Services

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Current Amazon Offices

Amazon's Principles

- Customer Obsession rather than Competitor Focus
- Passion for invention
- Commitment to operational excellence
- Long term thinking

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Amazon's major preferences:

1. Metropolitan areas with more than one million people
2. Stable and business friendly environment
3. Urban or suburban locations with ability to attract and retain strong technical talent.
4. Communities which think big when choosing real estate options or locations.

Our Methodology:

- Initial screening for metropolitan areas based on population greater than 1 million.
- Secondary screening based on labor pool and education to find out which MSA's enter the game.
- Filtered MSA's should have aviation connectivity with direct flights to Seattle, New York, San Francisco, Washington DC
- This Filtration ended up obtaining 35 MSA's which have the potential ability for building Amazon HQ2.

Occupations considered

- Chief Executives
- General and Operation Managers
- Advertising and Promotion Managers
- Marketing Managers
- Sales Managers
- Public Relation and Fundraising Managers
- Computer and Information System Managers
- Purchasing Managers
- Transportation, Storage and Distribution Managers
- Compensation and Benefits Managers
- Human Resource Managers
- Training and Development Managers
- Business and Financial Operations
- Computer and Mathematical Occupations
- Lawyers
- Graphic Designers
- Public Relations Specialists
- Editors
- Technical Writers
- Advertising Sales Agents

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Prioritization Order Chosen for our Analysis

1. MSA with more than 1 million people
2. Technical Labor and Education
3. Airport Connectivity
4. Mass Transit System
5. Quality of Life
6. Cost of Living
7. Safety and Health Index

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Major Deal Breaker

In our analysis we found that Mass Transit system and Quality of Life as the major deal breakers to find out which MSA's enter into the finals.

In that scenario, we found out that Amazon weighted Mass Transit System and Airport Connectivity as one of the major core preferences in their RFP.

So, even though an MSA has great tech labor, education and population once it do not meet the mass transit system, it will be excluded.

Again, it completely depends on how Amazon weighs their preferences to find out their best location for placing headquarters.

Weightage factors

- Based on the preferences, we weighted the factors influencing Amazon's decision to build a headquarters.
- Once the weighing process is done, a normalized score is obtained for each MSA and then the macro level analysis is turned into a micro level analysis by providing a focus to the cities in MSA's
- A customized filter is applied for all the factors, in excel and finally a ranking order is obtained.
- Score = (weightage)*(numeric) / Sum Total (numeric)

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Our Data Sources

1. Metro Population - US Census Bureau / Business Analyst /EMSI
2. Tech Labor - JobEQ/EMSI
3. Education - EMSI / US. News
4. Airport Connectivity - Skyscanner.com
5. Mass Transit - www.walkscore.com
6. Index Comparison - www.numbeo.com
7. Tax and Conceptual Analysis - www.taxfoundations.org

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Our Top 5 Picks for Amazon HQ2

1. Boston, MA
2. Chicago. IL
3. Atlanta, GA
4. Philadelphia, PA
5. Dallas, TX

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