

Case Study

**Location Attractiveness Study for
Wire Harness Manufacturing**



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About the Client



- The client, based out of the Nordic region, is a global manufacturer of aviation wire harnesses

Client Objectives / Goals



- The client requested RocSearch to evaluate countries/cities to select an ideal location for setting up a manufacturing site for aviation wire harnesses
- They wanted RocSearch to shortlist top locations based on parameters such as manufacturing cost, accessibility to skilled labour, government regulations/subsidies, etc.

Approach and Methodology



We divided the project into three phases:

- Phase 1: Evaluated 10 countries for wire harness manufacturing on the basis of demographic environment, key economic statistics and locational attractiveness
- Phase 2: Ranked the top five countries based on parameters such as ease of operation, operational efficiency and cost of operation
- Phase 3: Benchmarked the top 10 locations in the five countries, looking at factors such as labour market efficiency, crime and corruption, value chain, etc.

Sample Output



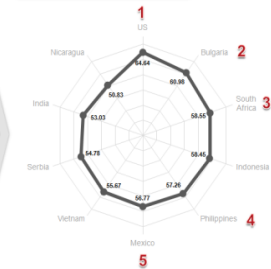
Based on the sum total of 65 individual sub parameter scores for each country, the best 5 countries are shown below

Overall Rankings Based on 15 Key Parameters

Impact of Each Parameter on Final Scores

KEY PARAMETERS	
Macro Economic Indicators	2%
Quality of Overall Infrastructure	19%
Health & Education	2%
Environmental Pollution	1%
Natural Disaster Risk	2%
Administrative Efficiency & Corruption	6%
Judicial Effectiveness & Corruption	6%
Political Stability and Absence of Violence/Terrorism	7%
Law & Order	6%
Setting Up a New Business	16%
Labour Market Efficiency	25%
Financial Market Efficiency	2%
Tax	19%
Cross Border Trade Logistics	6%
Proximity to Customers & Suppliers	7%

Best 5 Locations Based on Net Scores



Results / Value-add



Recommended a list of locations vetted on a diverse set of parameters: demographic, operational and economic

Analysis was supported by both historical statistics and forward looking analysis, such as proposed government regulations/ structure, etc.