

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



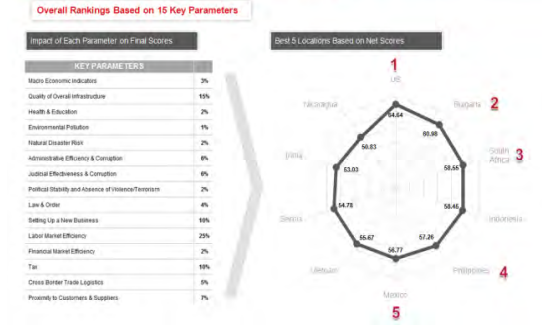
We divided the project into three phases:

- 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



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.