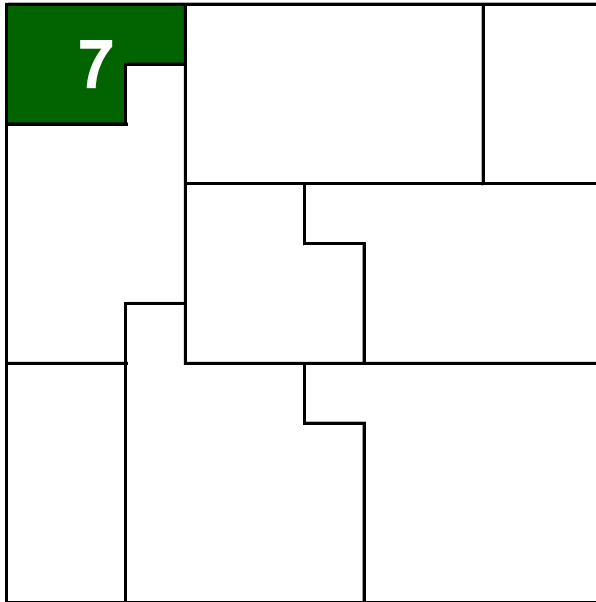


Segment 7: Specialised performers

Segmentation of demand in office market



7.1 Specialised performers: Introduction

Specialised performers are internationally-oriented firms in the commodities sector and the hedge fund and investment branch. They have very high value added. Apart from some large enterprises these are mainly small businesses located in medium-sized centres or in the outer commercial districts of large centres. Specialised performers place value on a quiet neighbourhood that has good connections for its staff. As they have no direct client contact they tend to be situated in localities with a mediocre reputation.



A fast connection to the nearest airport is important for the company's activity. Its office spaces are modern and well appointed. Security and flexibility are priorities. Because of their international area of activity macro-location factors (such as political conditions, taxation and the recruitment pool) tend to be more important than micro-location factors. They rent space in both single and multi tenant buildings. As a result of the high quality and individualised decor depending on outlay there may be an attachment to a specific location, provided other conditions are attractive. Macro-location factors are decisive when it comes to choosing a location. The decisions are frequently taken by persons and/or departments abroad, which are consequently hard to reach.


7.2 Specialised performers: Examples of fictional businesses

The following examples provide an indication of the segments of demand. They are often exaggerated and may reflect cliches. They do not have a scientific foundation.

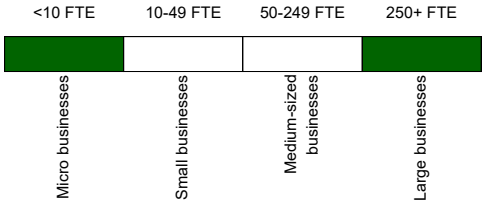
Commodities dealer

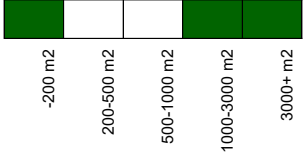
A commodities dealer has its offices in a commune in the city suburbs. An important factor in the choice of location was the low taxation. The 300 employees mainly drive to work as depending on global trade working hours can vary greatly. As a result the underground garage is essential and the restaurant nearby is appreciated. The company had the building constructed 15 years ago to its own specification. The offices are very comfortable. The interior is modern and has the latest technology. Working spaces in the open-plan office are arranged according to a unitary model.


7.3 Who are the Specialised performers?

Characteristic	Typical features
Strength of value added (labour productivity)	Very high productivity 




















Typical businesses	Commodities trader, hedge funds, investment firms, private equity
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Size of business	Mainly small businesses 
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Required surface area	Small/large 
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Required surface area per employee (m2)	Fairly low 
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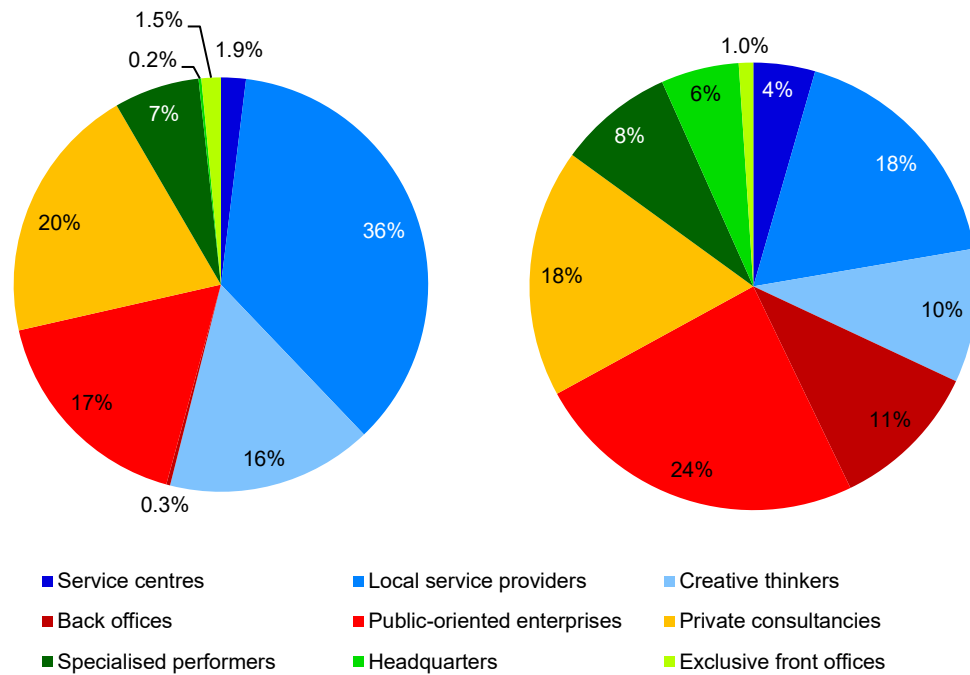
Which demand segments in the housing market work in the Specialised performers?

	Some									Many
Rural-traditional		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Modern worker		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transitional-alternative		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traditional middle class		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liberal middle class	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Established-alternative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Upper middle class				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional elite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Urban elite	<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

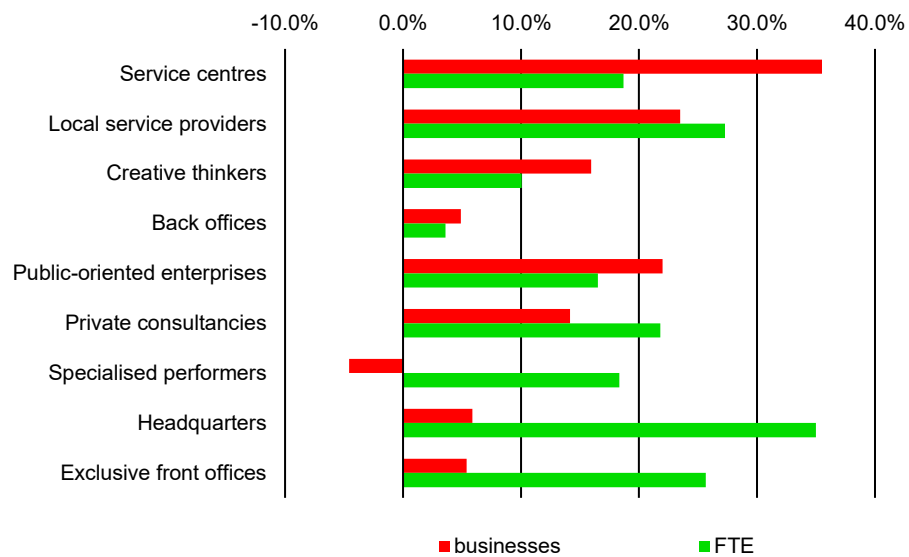
Source: Fahrländer Partner & CSL Immobilien.

7.4 Specialised performers: Distribution and development

Distribution of Swiss businesses (left) and full-time positions (right) in office market (2023)



Development of the number of businesses and FTE in the segments of demand 2015-2023



7.5 How do the Specialised performers work?

Characteristic	Typical features	
Office location	Agglomeration, outskirts of city, easily and generally accessible	
Working environment	Urban, quiet, respectable, international	
Desire to relocate	Average	
Price sensitivity	Fairly low	
Architecture	Modern	
Form of office organisation	Group office Cellular office Combi office Open-plan office Business club Branch-specific	
Propensity		
Standard of fittings	High	
Technical requirements	High	
Willingness to pay for high environmental standards	Average	
Requirements of the office building	Security, secured entry, flexibility, high demands of interior décor, visibility less important	

