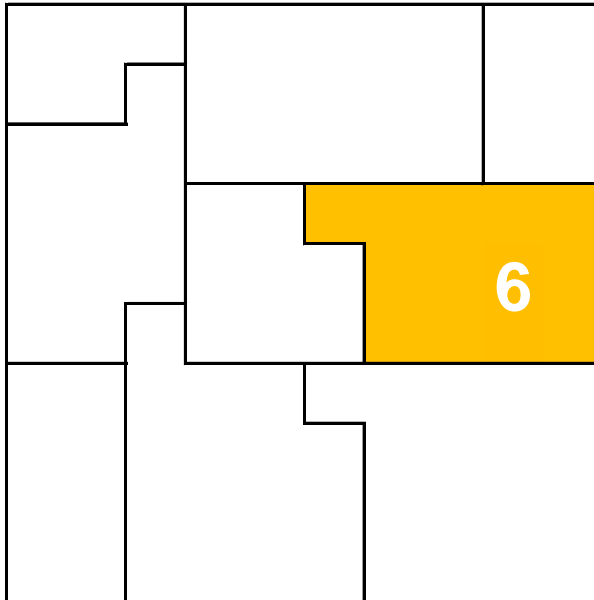


Segment 6: Private consultancies

Segmentation of demand in office market



6.1 Private consultancies: Introduction

The private consultancies segment is composed of firms in the financial service, insurance, law, taxation and business consultancy branches and medical specialists. This consultancy work in both its narrower and broader senses requires proximity to the customer and an attractive location as contact with clients may be frequent. The environment is respectable, discreet and central. Private consultancies have a greater willingness and ability to pay more for the right office location. This is also reflected in a preference for an upmarket interior decoration. It is important that the office is in keeping with the type of business conducted.



Private consultancies often work in prestigious buildings with style or simple, modern office buildings. The standard of finishing is high as is the level of technical equipment. In general the inner decor is more important than the building's facade. The space requirement per employee is fairly high. Staff work in cellular offices, shared offices or, in the case of large firms, there is a business club concept. Accessibility is important to private consultancies, both by individual motorised and public transport. Client visits to the location varie from regular to very frequent, so parking spaces are important. This segment tends to rent in multi tenant buildings, but also often in mixed use buildings. An important factor when choosing the location is an impressive building and neighbourhood. The decision is usually taken by the management or partners.

6.2 Private consultancies: 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.

BeautyCenter medical group

The BeautyCenter medical group has its practice on the third floor of an office building in the city centre. The rooms take up around 500 m². The interior decor includes marble floors at the request of the practice owners. The team of doctors is mainly involved in plastic surgery. Consequently the clientele expects high levels of consultancy, discretion and service.

Blume and Kern lawyers

Blume and Kern lawyers with its team of 20 employees offers advice in the areas of contract and trade law, company law including founding a firm and legal audit. It is located on a square in a district off the city centre that is part of the central zone. The firm occupies the second and third floors of a fairly old town house. The interior has been completely developed and modernised. Staff mainly work in one and two-person offices. The entrance area is open, guests can take a seat and look out onto the street. The meeting room has space for 10 people.

6.3 Who are the Private consultancies?

Characteristic	Typical features
Strength of value added (labour productivity)	High productivity <div style="text-align: center;"> Low High </div>

Typical businesses	Legal, tax, PR and business consulting, specialist doctor, dentist, fiduciaries, bank agency, insurance agency
--------------------	--

Size of business	All <div style="text-align: center;"> </div>
------------------	---

Required surface area	Average <div style="text-align: center;"> </div>
-----------------------	---

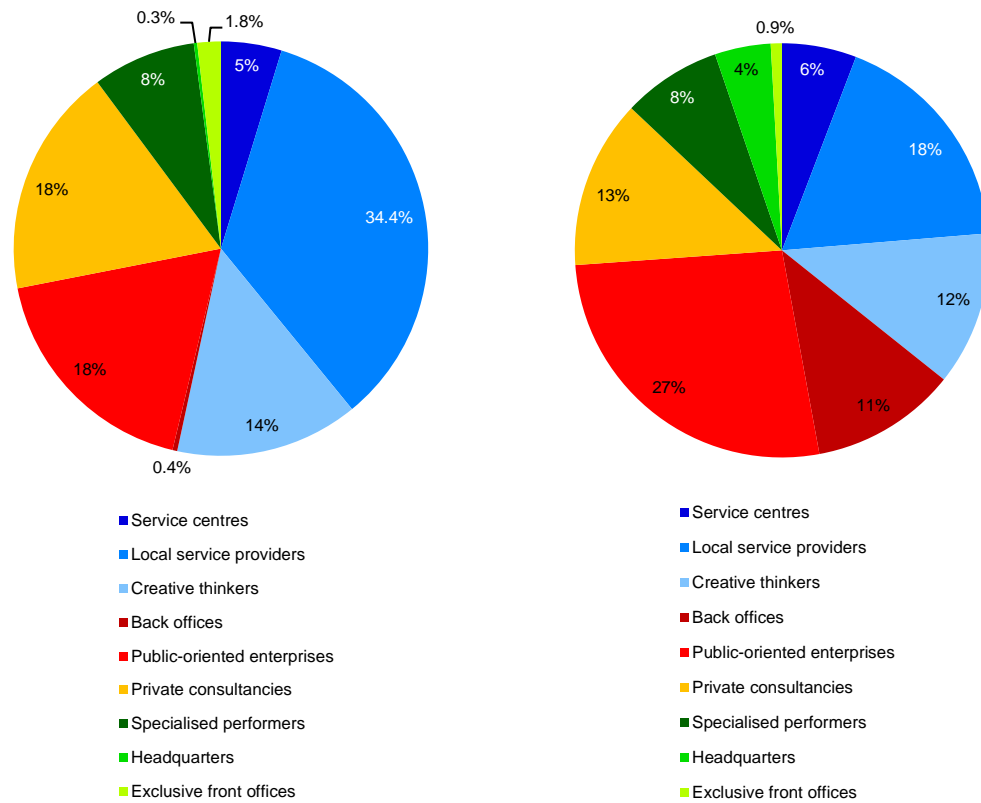
Required surface area per employee (m2)	Average to high <div style="text-align: center;"> </div>
---	---

Which demand segments in the housing market work in the Private consultancies?




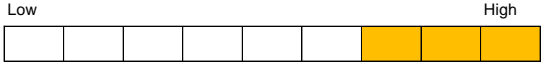


	Some	Many
Rural-traditional		
Modern worker		
Transitional-alternative		
Traditional middle class		
Liberal middle class		
Established-alternative		
Upper middle class		
Professional elite		
Urban elite		

6.4 Private consultancies :Distribution

Distribution of Swiss businesses (left) and full-time positions (right) in office market (2015)



6.4 How do the Private consultancies work?

Characteristic	Typical features						
Office location	Centre of commune, medium-sized centre, large centres, urban						
Working environment	Respectable, discreet, established, busy, upmarket, pedestrian zone						
Desire to relocate	Low to average 						
Price sensitivity	Fairly low 						
Architecture	Impressive, chic, modern, superior architecture						
Form of office organisation	<table border="1"> <tr> <td>Group office</td> <td>Cellular office</td> <td>Combi office</td> <td>Open-plan office</td> <td>Business club</td> <td>Branch-specific</td> </tr> </table>	Group office	Cellular office	Combi office	Open-plan office	Business club	Branch-specific
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	Rather high 						
Requirements of the office building	Fairly high space requirement, high requirements of interior décor, tends to prefer multi tenant building						

6.5 Private consultancies: Working environment

The search for office premises is influenced by the preferences and restrictions affecting demand. The following details relate to the final results of the process.

Characteristic	Typical features	
Urban location preferred	High	
Central location preferred		Periphery Town centre Agglo./town outskirts Town 1B situation Town 1A situation
		Low  High
Intercommunal accessibility		
with relation to road network	Fairly important	Less important  Very important
with relation to public transport	Important	
Parking spaces	Important	Less important  Very important
Shops and eating establishments within walking distance	Important	Less important  Very important
Proximity to customers	Important	Less important  Very important
Proximity to service providers	Important	Less important  Very important
Reputation of the district	Important	Less important  Very important