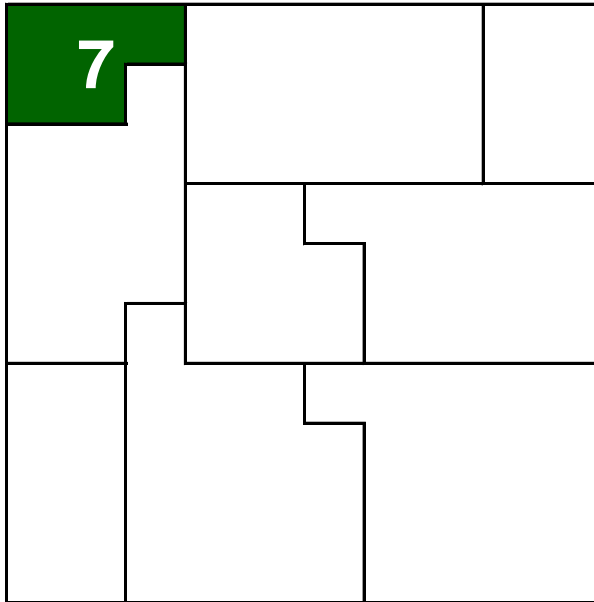


# Segment 7: Specialised performers

Segmentation of demand in office market

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## 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.

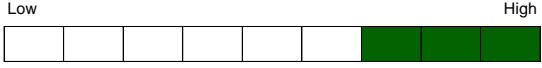
## 7.2 Specialised performers: Examples of fictional businesses

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

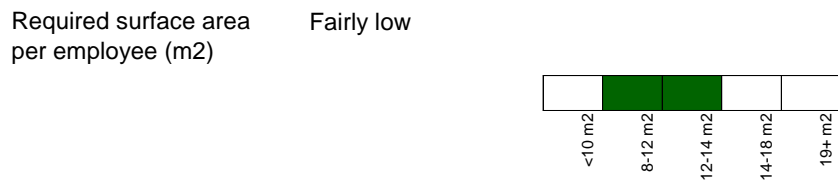
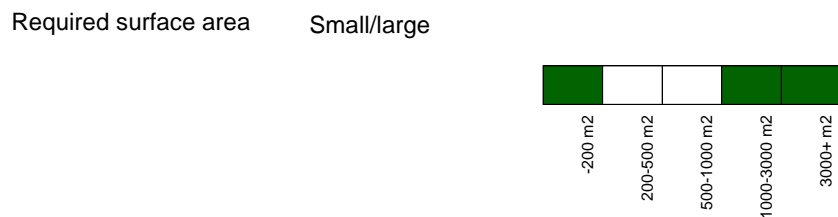
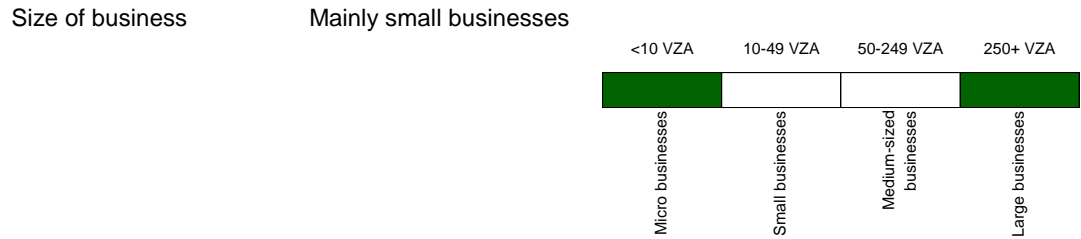
### Commodities dealer

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.

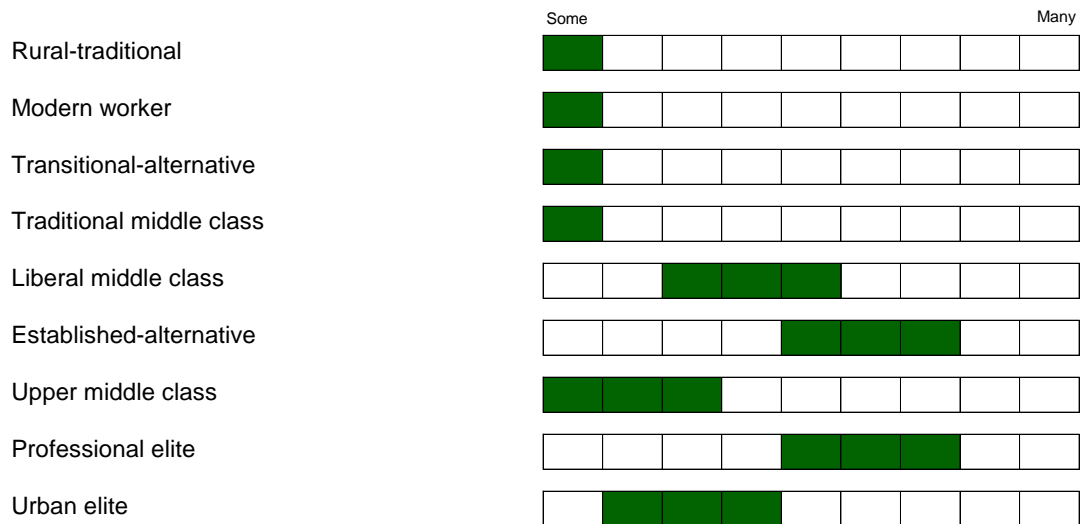
### 7.3 Who are the Specialised performers?

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

Typical businesses: Commodities trader, hedge funds, investment firms, private equity

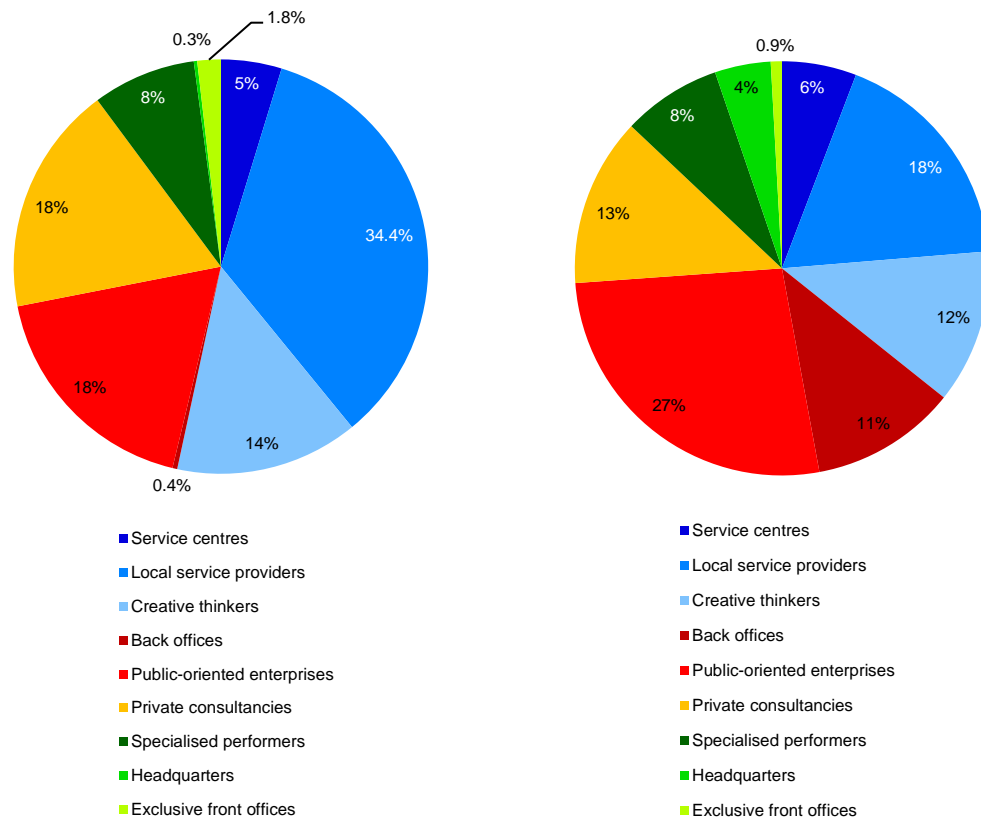


Which demand segments in the housing market work in the Specialised performers?



## 7.4 Specialised performers :Distribution

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



## 7.4 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	

## 7.5 Specialised performers: 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	Average											
Central location preferred		<div style="text-align: center;">           Periphery    Town centre    Agglo./town outskirts    Town 1B situation    Town 1A situation         </div>										
		Low <table border="1" style="display: inline-table; text-align: center;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table> High										
Intercommunal accessibility												
		Less important    Very important										
with relation to road network	Average	<table border="1" style="display: inline-table; text-align: center;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>										
with relation to public transport	Average	<table border="1" style="display: inline-table; text-align: center;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>										
Parking spaces	Fairly important											
		Less important    Very important										
		<table border="1" style="display: inline-table; text-align: center;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>										
Shops and eating establishments within walking distance	Secondary											
		Less important    Very important										
		<table border="1" style="display: inline-table; text-align: center;"> <tr> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>										
Proximity to customers	Secondary											
		Less important    Very important										
		<table border="1" style="display: inline-table; text-align: center;"> <tr> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>										
Proximity to service providers	Secondary											
		Less important    Very important										
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Reputation of the district	Rather unimportant											
		Less important    Very important										
		<table border="1" style="display: inline-table; text-align: center;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px; background-color: #008000;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>										