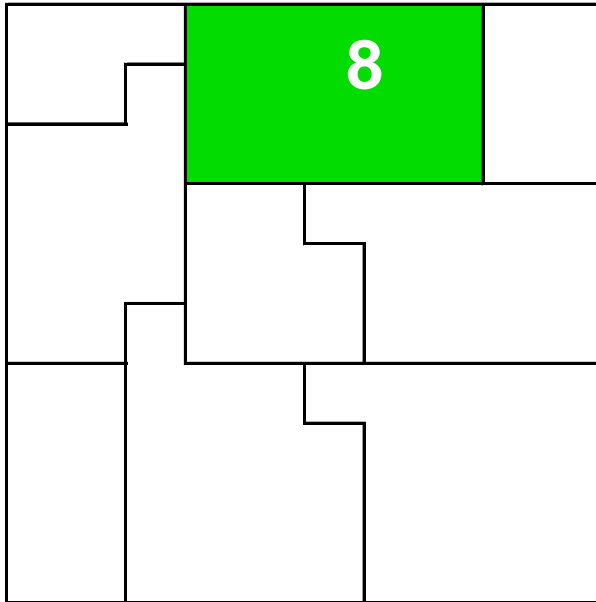


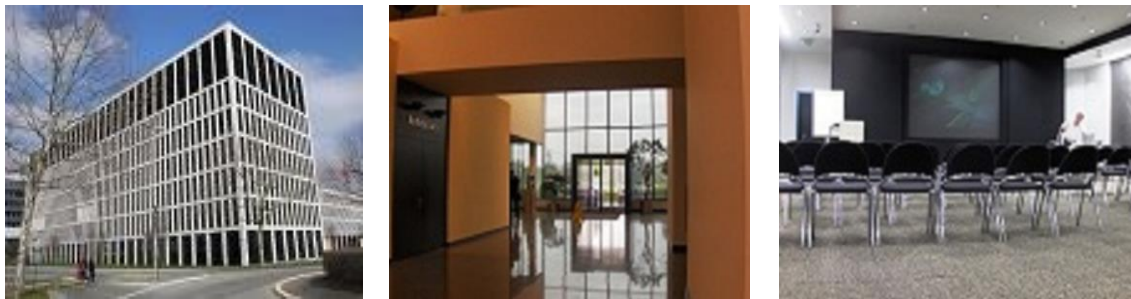
Segment 8: Headquarters

Segmentation of demand in office market



8.1 Headquarters: Introduction

The headquarters segment comprises the central administration of multi-branch companies or companies in the financial services, insurance, telecommunications and pharma branches. The central administrative functions of these head offices require a very prestigious location in central commercial districts of cities, in single tenant buildings with their own entrance and reception area for receiving customers. Consequently the external appearance and visibility of the building is very important. Headquarters look for distinctive modern or architecturally superior buildings. They place value on a well-connected location.



Headquarters demand a good location, both micro and macro. The mainly international business activity and employee preferences call for an urban environment. These buildings may be owned by the company. Various additional bonuses, such as staff restaurants, nurseries and fitness rooms increase employee satisfaction and productivity and help in recruiting the desired staff. Headquarters seek to use space efficiently by adapting offices to their purposes. Open space and desk sharing are frequently used office concepts. A flexible interior adapted to use is very important so rooms in (superior) building shells are preferred. The location decision is taken at the highest level but is first considered by a project team with competence in this area. Prestigious architecture is an important criterion and the decision takes into account not just the initial costs but also running costs.


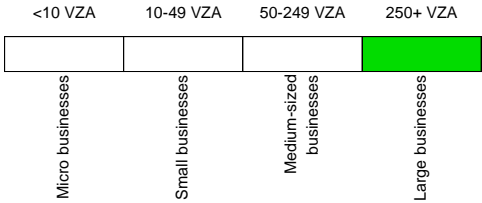
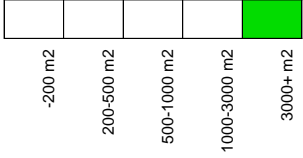
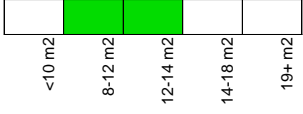
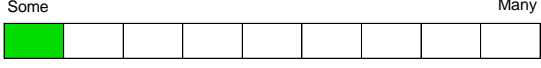
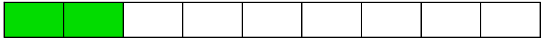
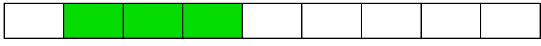
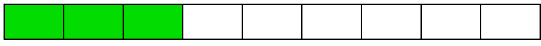




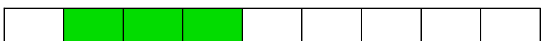
8.2 Headquarters: Examples of fictional businesses

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.

Telecommunications firm Just Call

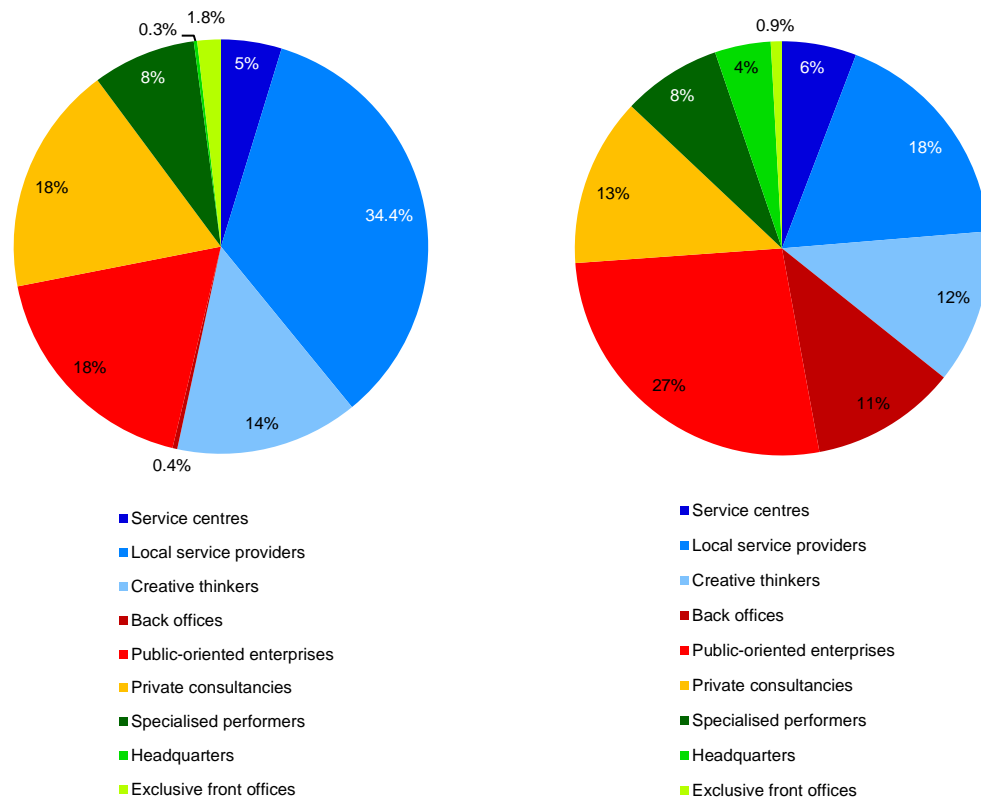
The central office of the Just Call telecommunications firm is located in a new tower block that is part of an up-and-coming service district bordering the central business district (CBD). The glass block exudes prestige thanks to its distinctive and eye-catching architecture. This has given rise to a corporate architecture, i.e. the building and the company brand have merged in Just Call Tower. The entrance hall is raised and the floor is covered in marble tiles.

8.3 Who are the Headquarters?

Characteristic	Typical features
Strength of value added (labour productivity)	High productivity 
Typical businesses	Headquarters of a bank, insurance, telecommunications, pharmaceutical or IT company
Size of business	Large company 
Required surface area	Large 
Required surface area per employee (m2)	Fairly low 
Which demand segments in the housing market work in the Headquarters?	
Rural-traditional	
Modern worker	
Transitional-alternative	
Traditional middle class	
Liberal middle class	
Established-alternative	
Upper middle class	
Professional elite	
Urban elite	

8.4 Headquarters :Distribution

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



8.4 How do the Headquarters work?

Characteristic	Typical features
Office location	Large centres, urban, central
Working environment	Business district, branch environment, urban, superior, international
Desire to relocate	Low <div style="text-align: center; margin-top: 10px;"> </div>
Price sensitivity	Fairly low <div style="text-align: center; margin-top: 10px;"> </div>
Architecture	Modern, prestigious, classic, superior architecture, distinctive
Form of office organisation	<div style="display: flex; justify-content: space-around; font-size: small; margin-bottom: 5px;"> Group office Cellular office Combi office Open-plan office Business club Branch-specific </div>
Propensity	<div style="text-align: center; margin-top: 10px;"> </div>
Standard of fittings	High <div style="text-align: center; margin-top: 10px;"> </div>
Technical requirements	High <div style="text-align: center; margin-top: 10px;"> </div>
Willingness to pay for high environmental standards	Rather high <div style="text-align: center; margin-top: 10px;"> </div>
Requirements of the office building	High space efficiency and productivity, security, flexibility, preference for shell and core construction, company's own improvements and extra space for additional services, visibility and private entrance, single tenant building

8.5 Headquarters: 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		Less important Very important
with relation to road network	Average	
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	Average	Less important Very important
		
Proximity to service providers	Important	Less important Very important
		
Reputation of the district	Important	Less important Very important
		