

TABLE 8.1: Critical Success Factors at the Location Decision Stages

LOCATION DECISION	CRITICAL SUCCESS FACTORS
Country	<ul style="list-style-type: none">• Labor climate• Transportation costs• Markets and customer proximity• Proximity to suppliers and resources• Competitors' locations• Sustainability factors (environmental quality and labor laws and regulations.)• Political environment and the stability of the government• Tax laws and structure• Cultural and social factors such as language differences, norms and customs, religious holidays, customer attitudes and characteristics, and the standard of living• Economic factors such as the stability of a nation's currency, its exchange rates, interest rates, inflation rate, and employment level• Other factors such as utility costs, water and power supplies, infrastructure, and telecommunications
Region	<ul style="list-style-type: none">• Proximity to markets• Proximity to raw materials• Availability and cost of utilities• Labor availability, costs, and degree of unionization• Taxes and incentives• Environmental laws and regulations• Attractiveness of the community such as the quality of life, availability of housing and recreational facilities, schools• Transportation networks available such as rail, truck, water, pipeline• Other factors: climate, company preferences and desires, and regional and local governmental policies and attitudes
Site	<ul style="list-style-type: none">• Size of site• Space to expand• Construction and land costs• Zoning and environmental restrictions• Transportation infrastructure, such as airports, ports, and highways• Proximity to customers and other supporting industries• Visibility and traffic patterns• Customer safety