

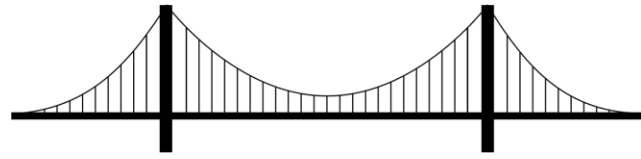
Operation Relocation



**How *FLEETWings* can achieve it's goals and
maximize business in a new headquarter**

Presented by





Demographics:

35,000 employees

- 85% undergraduate or advanced degree
- 64% married
- 72% have children
- 94% have income > \$80,000

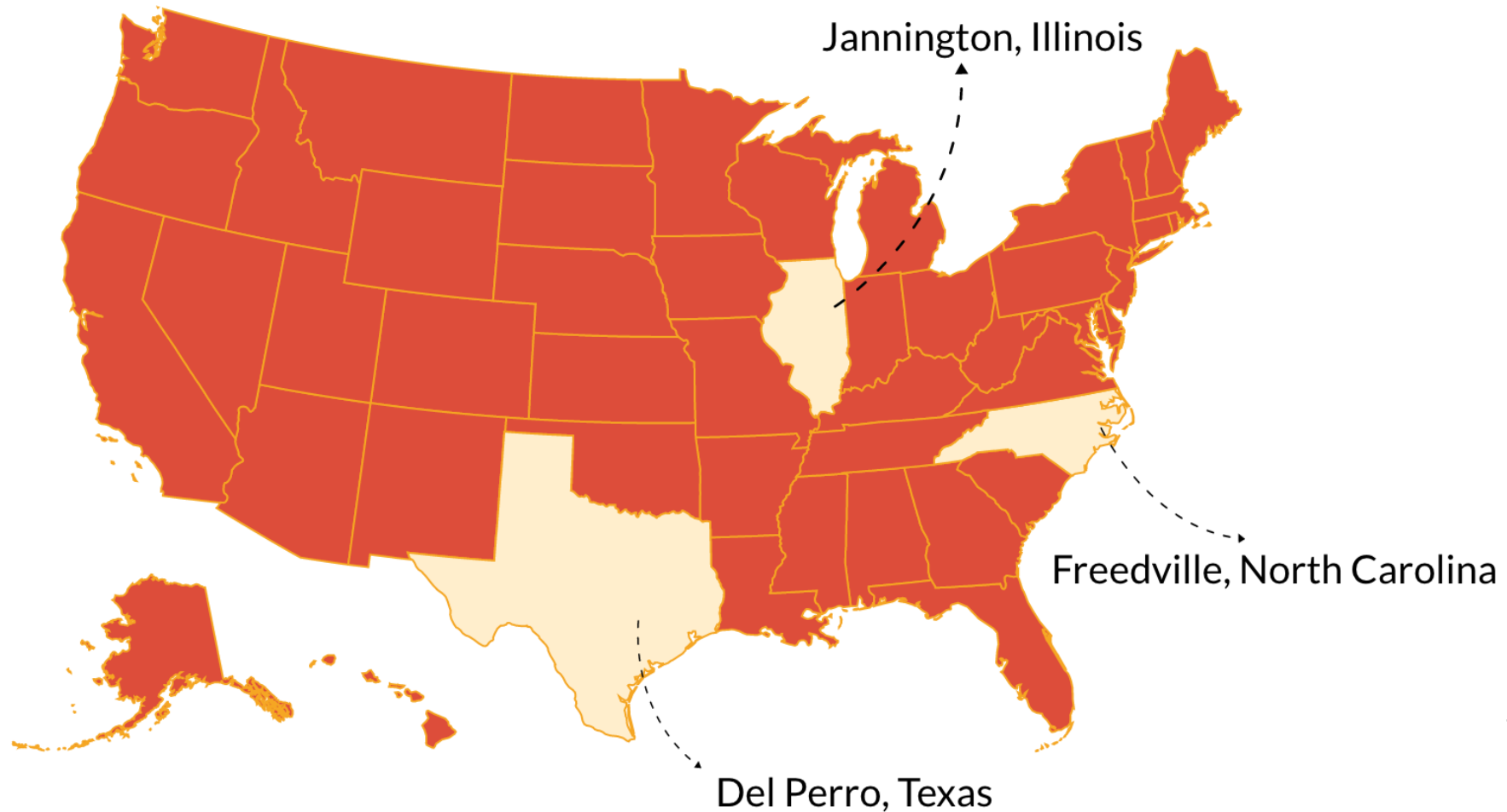


Goals:

By 2025	By 2035
<ul style="list-style-type: none">• Relocate headquarters	<ul style="list-style-type: none">• Attract and retain employees
<ul style="list-style-type: none">• Introduce new technologies	<ul style="list-style-type: none">• Incorporate Artificial Intelligence
<ul style="list-style-type: none">• 5%-year growth	<ul style="list-style-type: none">• 6.5%-year growth



Where Should We Relocate?

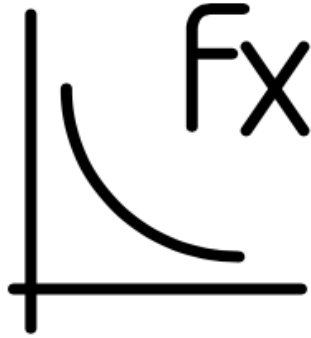


Jannington, Illinois

Freedville, North Carolina

Del Perro, Texas

Strategy/ Methodology



30.00%	Family
15.00%	Affordability of Neighborhoods
15.00%	College Attainment
Total	
25.00%	Location
10.00%	Mean Travel Time to Work
2.50%	# options for public transport
2.50%	Gas Tax
5.00%	Crime
5.00%	City Job Growth
Total	
15.00%	Opportunities
5.00%	# Universities
10.00%	Quality of Higher Education
Total	
30.00%	Financial
30.00%	Discretionary Income

Family 30%



**What
Matters to
Families?**

Factor 1
15%

- Affordability of Neighborhoods

Factor 2
15%

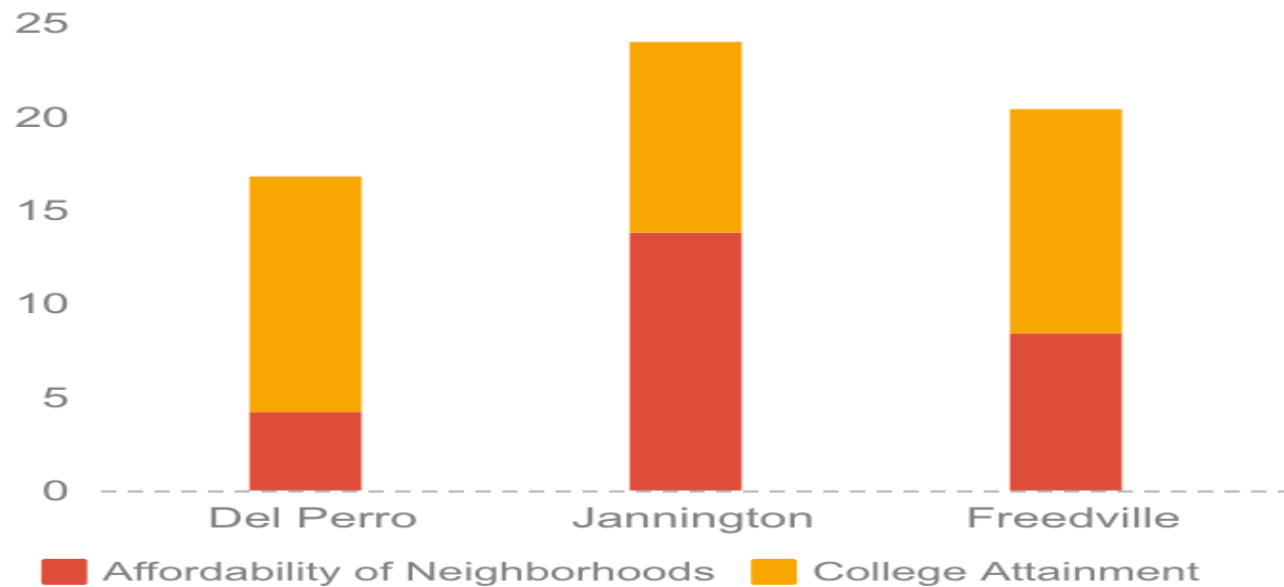
- College Attainment

Family 30%



**What
Matters to
Families?**

Factors for Family



Family 30%



**What
Matters to
Families?**



16.8
Del Perro



20.4
Freedville



24
Jannington

Location 25%



What Matters to Location?



- Mean Travel Time to Work



- Number of available Transportations



- Gas Tax



- Crime Rate



- City Job Growth

Location 25%



Calculating with 5 factors



25.00% Location					
10.00%	Mean Travel Time to Work	$5(1 - \text{travel time in minutes round trip} / 120 \text{ min})$	5.52	4.93	2.33
2.50%	# options for public transport	$5(\text{options} / \text{largest amount of options})$	2.50	2.00	1.50
2.50%	Gas Tax	$2.5 * (\text{mean travel time} * \text{gas tax})$	0.97	0.39	0.00
5.00%	Crime	$5 * (1 - ((\text{ViolentCrimeRate}) / (\text{SouthsideChicagoCrimeRate})))$	3.66	2.95	3.45
5.00%	City Job Growth	$5(\% \text{ growth} / \text{desired \% growth})$	5.00	5.00	2.50
Total			17.64	15.28	9.79



Formula used for each factors

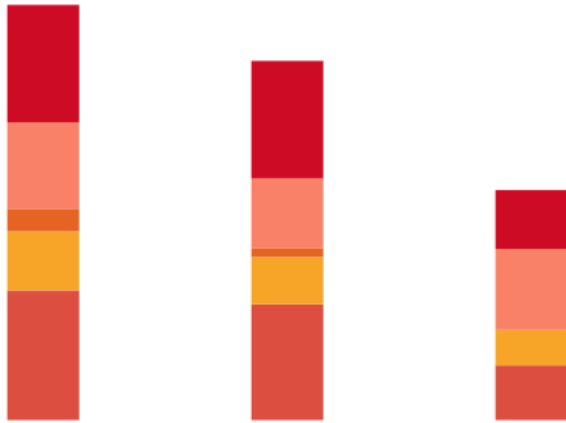


Adding up all the factors



Location 25%

Adding Up All The Factors



■ Mean Travel Time to Work ■ # options for public transport
■ Gas Tax ■ Crime ■ City Job Growth



Del Perro, Texas	17.64
Jannington, Illinois	15.28
Freedville, North Carolina	9.79

Del Perro

is the best valued city in
terms of location



Opportunities and Growth 15%



Calculating with 2 Factors

- **Number of Universities 5%**
- **Quality of Higher Education 10%**

15.00% Opportunities				
5.00% # Universities	number of universities/ largest number of universities	0.83	1.39	5.00
10.00% Quality of Higher Education	$((\text{NumTech} \cdot 1 + \text{NumUni} \cdot 2 + \text{NumIvy} \cdot 3) / (3 \cdot \text{NumSchools}) \cdot A15)$	6.67	6.89	6.42
Total		7.50	8.28	11.42



Formula used for each factors



Adding up all the factors

Opportunities and Growth 15%

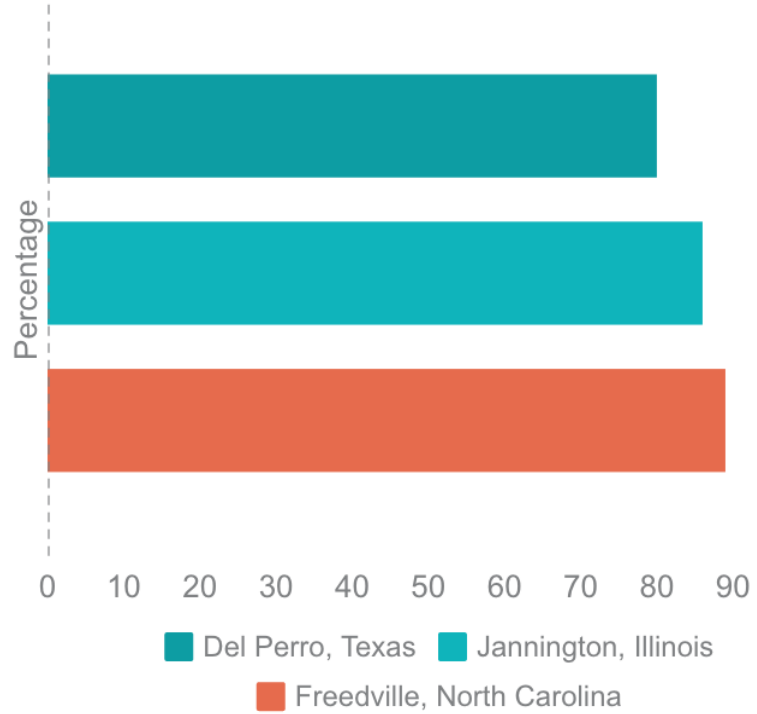


College Attainment



■ Del Perro, Texas (36.21%) ■ Jannington, Illinois (29.31%)
■ Freedville, North Carolina (34.48%)

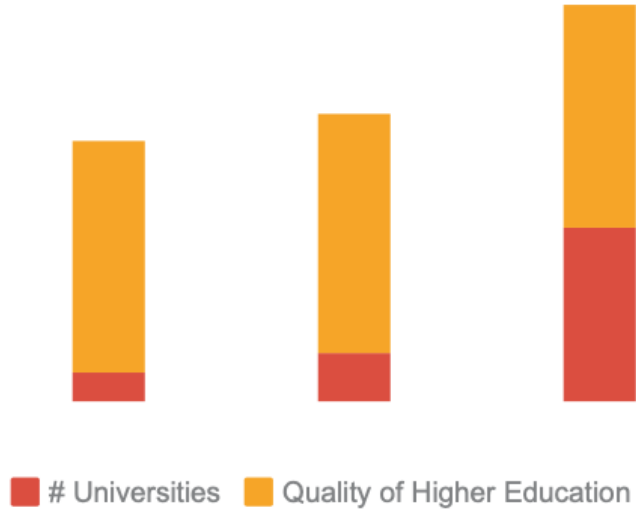
High School Graduate or Higher



■ Del Perro, Texas ■ Jannington, Illinois
■ Freedville, North Carolina

Opportunities and Growth 15%

Adding Up All The Factors



Del Perro, Texas	7.5
Jannington, Illinois	8.28
Freedville, North Carolina	11.42



Freedville

Best valued city in terms of opportunities

Financial – 30%

- Measured by Discretionary Income
 - Income
 - State and Federal Income Tax
 - Property Tax (Based on the values of homes in the city)
- Cost of Living Affects Relative Discretionary Income
 - \$50,000 in CA \neq \$50,000 in PA
 - Cost of Living + Discretionary Income = Relative Spending Money

	Del Perro	Jannington	Freedville
Discretionary Income	40,090.00	43,120.00	41,600.80
Cost of Living Factored In	39,303.92	42,274.51	40,000.77
Points	27.89	30.00	28.85

Summary

		Del Perro	Jannington	Freedville
30.00%	Family			
15.00%	Affordability of Neighborhoods	4.20	13.80	8.40
15.00%	College Attainment	12.60	10.20	12.00
Total		16.80	24.00	20.40
25.00%	Location			
10.00%	Mean Travel Time to Work	5.52	4.93	2.33
2.50%	# options for public transport	2.50	2.00	1.50
2.50%	Gas Tax	0.97	0.39	0.00
5.00%	Crime	3.66	2.95	3.45
5.00%	City Job Growth	5.00	5.00	2.50
Total		17.64	15.28	9.79
15.00%	Opportunities			
5.00%	# Universities	0.83	1.39	5.00
10.00%	Quality of Higher Education	6.67	6.89	6.42
Total		7.50	8.28	11.42
30.00%	Financial			
30.00%	Discretionary Income	40,090.00	43120.00	41600.80
		39,303.92	42274.51	40000.77
		27.89	30.00	28.85
		69.84	77.56	70.45

Conclusion

77.56

Jannington, Illinois



Connecting to Company Goals

- **Family - Increase year on year growth**
- **Location - Employee retention rate**
- **Opportunities & Financial - Attract and retain employees**

Thank You

