

Location Assessment and Planning

Effective risk management und strategic planning during the pre-phase

Greenfield investments present a high level of complexity, with effective risk management and strategic planning serving as critical factors in the early-on decision-making process for the investments.

Your key questions, challenges and objectives

- How can the best location for an administrative center, production site or warehouse location be identified?
- Which possible government funds can be used?
- How can a regional and logistical connection to key suppliers and customers be established?

How we support

- Well-proven modular approach with detailed analysis on regional level
- Extensive set of pre-defined criteria incl. necessary data points/benchmarks
- Development and customization of location scoring models (e.g. labor resources, infrastructure or proximity to tier 1 suppliers)
- Site visits



Dr. Thimo Stoll

Partner, Deals & Performance
KPMG AG
Wirtschaftsprüfungsgesellschaft
+49 89 9282 4830

Email

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Examples of relevant credentials

Pre-phase – Site selection and state subsidies | Pre-phase – Other | Build-phase – Core business | Build-phase – Support processes

European Automotive OEM

Site selection and environmental analysis for an assembling plant in 10 CEE countries

2018 – 2019

US Manufacturer of Micro-Electronics

Site selection analysis for a global manufacturer of microelectronics to plan a new plant in Central Europe including support with coordination with local authorities

2021 – 2022

US Mobile App

Site selection analysis with a focus on HR for a service location in Central Europe

2021

Asian Tire Manufacturer

Site selection analysis for an Asian tire manufacturer with a focus on 6 Eastern European countries

2020

Global Consumer Goods Manufacturer

Strategy Group in Germany, with assistance from professionals in Switzerland, supported the client in the selection of a site location for a planned greenfield production expansion

2024