

## Overview

Saya Home Automation is a Florida based company that specializes in the development of hi-tech solutions for its residential customers. The company provides customs installations and programming of all type of devices, lights, appliances, security cameras, HVAC and home theatres. The company was started by five fellow school friends that had the intention to utilize some of their skills to earn a living. The idea of coming up with the above mentioned company was spurred by the presence of marketing need that presented itself in Florida. The current report analyzes the location in which to headquarter the business.

Saya Home Automation is a business idea that came up in a good time. The members of the company made an analysis of the current market and realized that it was imperative to capture another new territory before other people apply the same idea in New York (Bognanno, Keane, & Donghoon, 2005). The business also needs to expand to enjoy the economies of scale and by so doing, it is prudent to search for new market locations before exhausting and saturating the current market base (Bearden & Netemeyer, 1999). New York is the industrial and business hub of America, and it would be paramount to pick on it. Big business clientele wants a lot of comfort in their homes, because they have just enough money to spend for that. New York has a good infrastructure, which is physical security welcoming, and has an encouraging legal and political climate (Klimoski & Palmer, 1993).

The location of the business is entirely pegged on critical factors that allow locating a business. The movement of the business to New York is dependent on the following aspects. The company would be able to relocate due to availability of raw materials and suppliers. The company would need material to necessitate its relevancy and operability in the new environment. There are a number of supplies that any formal organization would require to

remain in a given place and continue operating comfortably (MacCarthy & Atthirawong, 2003). The availability of ready skilled manpower in the new location is another pull factor. The population in New York is commendable; therefore, it necessitates the company to reach enough clientele for the breakeven levels in its sales and ultimate goal of sales. New York has the perfect road and railway connection to support the network of business penetration and reaching the clients with ease. The growth and revenue stability factor gives a basis for the relocation and growth of a bigger network in the market span.

The research processes adopted a waterfall methodology. There was a clear flow of events from one to another, which came down to the implementation of the project. First, there was establishment of the needs that were set out and planned. Then, going for clientele and proper information to engage the market was done. Online questionnaires and sampled personal interviews were used to target a few individuals from some other companies from the city of New York (McDonald & Keegan, 1997).

The interview was directed to the marketing officer's in real estate development agents, property owners, consumer market research company owners, information technology consultants in New York and manufacturers of electricals and electronic equipment. The marketing officers in real estate development had the best detailed information on the current needs of consumers. They also knew so well on how to create market segmentation for their products. The information technology marketing agents had the best database of information on the latest trends of customer requests and wants in terms of current technology (Richards, 1962). Lastly, the electrical and electronics agents played a key role, because the company needed raw materials which were electrical in nature and the deals in this field were the best starting point to hit a larger market.

## **Recommendation**

The above report comes out with very strong points that have been considered in comparison with the current market in Florida (Spee & Douw, 2003). Thus, the report suggests the movement and location of the company in order to acquire premises and start business in New York City as per the findings of the report.

The scope of the report is as set out below:

- The availability of employees
- The availability of customers
- Availability of infrastructure to support business
- Availability of social amenities
- The environmental policy of New York City.

### **Recommendation of Company Headquarter**

#### **Availability of Employees and Customer Base**

The availability of employees who are skilled in the field of electrical and electronics is crucial for a business to be set up in New York. The customer base also determines the location of the business. The business in New York will flourish due to the vibrant nature of the growing economy and business centeredness to the entire world.

#### **Availability of Infrastructure**

The availability of transport network is far commendable in New York. The railway transport with the use of speed trains and trams connecting the city is quite astounding. The airport facilities will provide a much-needed connectivity to the core of customer base (Sullivan & Sheffrin, 2003).

#### **Availability of Social Amenities**

The availability of feeder service industries like medical facilities, recreational facilities and sports grounds gave New York the much-needed thumbs up to be the best location of the company headquarter. The employees of the company prefer to be in a place where they can appreciate the availability of necessary medical services and any other services that make their life at home.

The venture into the business in New York will translate to a large sum of capital investment. According to the research, the market is ripe and potential in New York that the business can pick in the next few months and make a return within a period less than two years from inception (Talley-Seijn, 2004).

### **Factors Considered for Company Headquarters**

Saya Home Automation has embarked on a project to locate its business headquarters in New York. The research has pointed out that the advantages of doing business in New York outweigh what is inquired through other means of communication.

### **Recommendation of Company Headquarters**

The company should move to a new location that is New York. The abovementioned recommendations allow considering that the company will definitely make major revenue returns. The risks of the business are always there, but the company will put all the structures in place to handle it (Weber, 1929).

### **Summary**

The company needed the research carried out to establish the best location for its business headquarters. Currently, the business does its operations in Florida and the city that was earmarked for research was New York. The recommendation arrived at after a pre-emptive research was that the business headquarters would be located at New York City. It is due to its

proximity and a combination of advantages as compared to Florida that does not have the same advantages in comparison. The key benefits as outlined are:

- Availability of cheap and readily available labor in New York
- Availability of skilled labor
- A bigger and growing customer base
- The best infrastructure
- Availability of social amenities

The research found out that it is easier to jerk a corporation in New York and make greater revenue within a shorter period. It is an opportunity for the company to invest in the project and experience the growth that comes with an environment that is befitting. The information presented above was well researched. Therefore, I would ask for the final decision from the leadership of the company on whether to adopt the report for the growth that is spelled out and to move the company to the other level. I would wish to thank all the participants in the various fields of information collection and the entire research work. It is due to their untiring efforts that were put into the research work to help me in coming up with the best research paper and clear findings.

The business needs to locate its headquarter in New York to attract more business. The acceptance of Saya Home Automation is set to propel the company to greater levels of its development. There has been motivation by the prevalence of great business factors that are more encouraging for a viable business environment. The report is touching on the main problem and it would be good to get suggestions from other sources to validate its worth.