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Edition *Two*

In this edition of Capital news we look at how your business location can impact your business. By taking into consideration where staff are located (and where you can best source new staff), where your clients are and what office and/or warehousing needs your business has – may result in increased productivity and staff retention and savings to the bottom line.

Read below to find out more...

Is your location GOOD for your business?

In a city where public transport is considered inadequate, people often prefer to drive to work. However, traffic and parking problems at work can lead to frustration and stress for staff.

While this problem may be a minor concern for management, the reality is it has become a major factor in staff retention and absenteeism.

It also deserves a prominent place in the decision making process when planning to relocate to new premises particularly if distance to a new location causes inconvenience to staff, who may consider alternative employment locations closer to where they live.



The right location may have staff and clients travelling against the traffic

How much time does staff spend travelling to work?

Do clients have easy access?

Would you like staff to spend less time commuting?

When a location is solely reliant on public transport it can result in staff leaving to catch a specified bus/train/ferry, potentially damaging levels of productivity and leading to unfinished tasks and unnecessary delays.

Instead of inadvertently creating these issues, your business location can provide the solution...

Closer proximity to work means staff spend less time commuting and more time being productive. When 'time is money' the right location can improve your bottom line.

What's more, a better location will make it easier and less expensive to recruit high grade staff – and retain them.

Researching your location variables can be easy...

Following years of analytical research and development, Capital Staff Logistics has created a time analysis program which enables the evaluation of your current location and proposed alternative sites for factors such as:

- ▶ Determining the amount of time spent by staff in traffic to and from work during peak hour

- ▶ Evaluating whether your organisation may benefit from separate warehouse and office facilities
- ▶ Appraising the location and enhancing your sales teams contact with clients, taking into account both time and distance.

Once the evaluation is complete the team at Capital Staff Logistics can work with your team to

- ▶ Calculating the time saved by considering alternative locations
- ▶ Evaluating your service and delivery requirements and choosing a location to suit

pinpoint the best locations available and prepare a list of potential sites.

Want a location that may help increase staff retention & productivity?

See what a difference the right location can make...

Speak to Capital Staff Logistics today for an obligation free, detailed discussion on your business needs and staffing requirements and discover what an impact our staff and travel time analysis can make to your organisation.

Call 8853 5000

For any further information contact Capital Corporation on (02) 8853 5000

www.capitalcorporation.com.au

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