SITE LOCATION:
BRIDGESTONE OFF-ROAD RADIAL GREENFIELD

BRIDGESTONE ORR PLANT
AIKEN, SC
OCTOBER 25, 2013
SITE SELECTION FUNDAMENTALS
FUNDAMENTALS

• Business recruitment is highly competitive
• Speed is critical
• Risk avoidance is the goal
• Complex – not just about real estate or incentives
The goal of the process is to get to the one or two locations that will work best for the project as quickly as possible.
What Matters Most in Site Selection Decisions

- Site Readiness
- Logistics
- Workforce: Quality and Availability
- Financial Case
THANK YOU

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