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To avoid the cost and disruption of having to move later, it makes sense for a company establishing its first foothold in Europe to choose a location that will serve its needs over the long term. Doing so, however, requires thinking seriously about the geographic scope of your European business, as it will look five years from now, not just where it is today. We call this process ***Finding Your Center of Gravity.***

The first step to finding the right location means carefully analyzing three key strategic issues for your business:

- Where is my business in Europe concentrated now?
- Are my current European markets sufficient to support my planned growth over the next five years?
- If not, what additional markets do I need to penetrate to meet my five-year growth objectives?

Answering the above questions, and plotting them on the map will help you find the optimum location for your business in Europe

