

Office relocation outside MKAD: How to use it for the better

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Moscow - May 16, 2008



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Pre-history of the project and main drivers for decision-making

- lack of space in the old, class C, building (Meridian Tower, Smolnaya street)
- no expansion possibilities
- remoteness of the Technical Training Center (located

at Preobrazhenskaya metro station)



May 2008

Baltchug Hotel

Feel the difference



Pre-history of the project and main drivers for decision-making, cont.



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Pre-history of the project and main drivers for decision-making, cont.

- cost savings in terms of price per 1 sq.m. in the new office
- modern, class A, building
- great expansion possibilities
- Technical Training center – the same location
- close location to the international airport Sheremetyevo-II
- almost the same location as the previous office (old: 5 km inside MKAD near Leningradskiy prospekt, new office: 3 km outside MKAD, at Leningradskoye shosse)

Pre-history of the project and main drivers for decision-making, cont.



Feel the difference



Office outside MKAD: Cons of such location

- more difficult access to the office
- more time spent in traffic jams
- threat of increased employees turnover (our expectations were: 10-15% of current staff might leave the company because of the office location)
- **very important: difficulties in attracting new employees**
(especially, entry-level / administrative positions)

Office outside MKAD: Pros of such location

- possibility to provide all employees with company or private car with a parking space
- possibility to arrange training for employees in the Training center
- in future: rail-way station near the business park
- close location of the Mega Mall

Recommendations based on own experience

- access analysis for employees living in different areas of Moscow or Moscow region
- introduction of flexible working hours
- check whether there are shopping facilities, sport clubs near the new location and other “practical” places
- surrounding analysis – see if there are enough populated locations (towns, villages), universities: it is easier to retain, than to attract new employees

QUESTIONS & ANSWERS

