

Business Intelligence

Location Analysis and Site Selection

Empowering investment decisions with strategic location intelligence across Asia



Location Analysis and Site Selection

Strategic site selection for business growth

Asia's dynamic economies present diverse opportunities for businesses planning expansions or relocations. With evolving supply chains, regulatory shifts, and the growing importance of China+1 strategies, companies must evaluate locations with agility and foresight. Effective analysis considers infrastructure, workforce availability, investment incentives, and long-term scalability to balance operational efficiency with strategic growth. Beyond operations, businesses must assess trade agreements, environmental rules, and industrial policies, all influencing location attractiveness.

A holistic approach that integrates market potential, supply chain resilience, and regulatory clarity supports confident, forward-looking decisions. Combining real-time data, market analysis, and on-the-ground expertise helps businesses select sites aligned with long-term growth strategies.

Business intelligence services

Our business intelligence services equip businesses with data-driven insights that guide location analysis, site selection, and strategic expansion planning across Asia. From initial market-entry research to in-depth location benchmarking, we support companies in aligning location strategies with operational and financial objectives. By evaluating critical factors such as real estate costs, infrastructure quality, labor availability, and regulatory requirements, we help businesses identify the most suitable sites—combining quantitative data with qualitative market intelligence to deliver clear, actionable recommendations tailored to each client's industry, growth plans, and long-term strategic priorities.

How we can help your business



Customized project scoping and criteria development



Preliminary location screening and site shortlisting



In-depth field visits and real estate assessments



Cost-benefit analysis and incentive comparisons



Industry cluster and supplier network evaluations



Regulatory and tax incentive advisory



Workforce availability and labor cost analysis



Site visit coordination and negotiation support



Final site recommendations and risk assessments

Location Analysis and Site Selection

Location analysis and site selection services tailored to your needs

We help businesses across Asia evaluate, compare, and select optimal locations for new investments, expansions, or relocations.

Project definition and criteria development

We work closely with clients to define project objectives, geographic scope, and customized location selection criteria based on business needs.

Preliminary location screening

Our team conducts initial screenings to identify potential locations that match defined criteria, eliminating unsuitable options and shortlisting viable sites.

Detailed location analysis and field visits

We conduct on-site assessments of shortlisted locations, evaluating infrastructure, real estate options, labor market conditions, regulatory environment, and potential operational risks.

Location comparisons and site evaluations

We provide comparisons of shortlisted sites, highlighting cost factors, incentive packages, and logistical considerations in line with client priorities.

Industry cluster and supplier market analysis

We assess the presence of relevant industry clusters, supply chain networks, and potential partners to evaluate location suitability for specific industries.

Regulatory and incentive advisory

Our specialists review local regulatory frameworks and investment policies to help businesses understand potential benefits and compliance requirements.

Site visit facilitation and negotiation support

We coordinate site visits, facilitate discussions with zone authorities, and support negotiations on land use, lease terms, and incentive agreements.

Human resources and labor market analysis

Our team assesses workforce availability, skill levels, and labor costs to ensure alignment with operational requirements.

Final recommendation and risk assessment

We provide comprehensive reports with ranked site recommendations, risk assessments, and location suitability analysis to support final decision-making.

What are the benefits?



Data-driven decisions

Make informed location choices based on comprehensive market intelligence.



Reduced operational risk

Identify location-specific challenges before committing capital.



Incentive optimization

Leverage available tax and investment incentives to maximize benefits.



Strategic alignment

Ensure location decisions align with long-term operational and financial goals.

Client Success Stories

“ Our company had already been operating in Asia for years. However, Dezan Shira's Business Intelligence team provided us with a country benchmarking study, that led us to make key decisions with our supply chain that has since increased our company's competitiveness.



Michael Unger
Export Director Asia

“ From the complex Shanghai entity setup to tax advisory across several Asian jurisdictions, Dezan Shira & Associates provided us with value-added services that have allowed us to quickly grow and steady our business in the region.



Tilman Städter
CFO

“ We've been using Dezan Shira as our service provider for corporate compliance, including company setup, amendment, and de-registration, legal advisory concerning localized policy and regulations, labor issues, visa services, tax and accounting, payroll and HR services, and more. We chose them because they consistently deliver services with high efficiency, professionalism, and comprehensive solutions. Their attention to detail and considerate approach have earned our full trust.



Ying Sun
General Manager

Our Clients



About Dezan Shira & Associates

Dezan Shira & Associates is a pan-Asia, multi-disciplinary professional services firm with more than 30 years on-the-ground experience, 40 offices, and 600 professionals providing legal, tax, and operational advisory services to international businesses and investors.

Operational across Asia, the Middle East, Europe and North America, we guide companies through diverse market entry, business enablement and regulatory environments, and assist with all aspects of establishing, maintaining, and growing businesses in these regions.

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Are you making changes to your operations in Asia?

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