

City Comparison Example

Choosing the Best City in China for Your Tech Company



Dimension	Selection Criteria	Importance	Rating (1-10)				
			Beijing	Shanghai	Guangzhou	Wuhan	Nanjing
Capability and needs	Local relationships	★★★★★	10	5	10	0	2
	Local universities	★★★★★	10	7	4	5	5
	Business community and industry resources	★★★★★	10	10	5	3	2
	Cost of living	★★★★★	7	5	5	10	7
	Quality of life	★★★★★	7	10	6	8	8
	Transportation	★★★★★	7	4	9	4	10
	Cost of office space in central location	★★★★★	5	5	6	10	7
	Government incentives	★★★★★	/	/	/	/	/
	Easy access	★★★★★	10	10	8	5	7
Competitive environment	Established competition	★★★★★	10	8	5	0	3
	Excessive competition	★★★★★	4	6	10	10	10
Market opportunity	Potential partners	★★★★★	6	0	10	0	0
	Potential customers	★★★★★	5	2	10	0	0
	Access to nearby markets	★★★★★	7	10	10	7	7
	Growing economy	★★★★★	10	9	8	7	6
Total Score	Non-weighted		108	91	106	69	74
	Weighted		69	55	70	39	44