**Star Bright Satellite Radio  
Corporate Headquarters  
Relocation Proposal**

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Montgomery, Slade, and Parker

**Description:** This project proposal is intended to give a brief overview of the three best corporate headquarter relocation options for Star Bright Satellite Radio. Additional research data is available for review.

**Proposal Description**

Star Bright Satellite Radio is the nation’s leading satellite radio company looking to relocate their corporate headquarters in order to streamline operations. The current location in San Diego, CA, no longer fits their needs for space, location, budget and overall efficiency.

The Strategy and Operations Team at Montgomery, Slade, and Parker has researched the issue thoroughly during the past six months and propose the following three cities in order of recommendation:

# Option 1

## Atlanta, GA

This southeastern city is major business center and has excellent air transportation provided by an international airport. The city is located in close proximity to numerous company-owned hospitals, which makes it the first choice.

The numerous universities in the region provide a large number of educated graduates each year in a wide variety of disciplines from engineering to the arts. The number of students seeking advanced degrees is also high.

Atlanta maintains a robust economy with a high quality of life. People enjoy living in this city. The cost of living is reasonable and the cost of doing business is even lower. The city has ample office space available.

The city enjoys an excellent telecommunications infrastructure and is home to many high-tech companies.

**Estimated Annual Cost for Option 1: $ 3 million**

**Estimated Relocation Cost for Option 1: $ 4.5 million**

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# Option 2

## Dallas, TX

Big D is located in the central time zone, which makes it an optimal location for reaching any part of the U.S. The international airport provides excellent air transportation. The Dallas location is in close proximity to some company-owned hospitals.

The Texas climate is favorable year-round for business with few weather delays or closings. The city of Dallas has ample office space available in several key locations with competitive operating costs. Dallas is home to more corporate headquarters than any other city.

Numerous colleges and universities in the area provide an abundance of educated workers. Citizens of Dallas enjoy a high quality of life with an abundance of entertainment options from professional sports to the arts.

**Estimated Annual Cost for Option 2: $ 2.5 million**

**Estimated Relocation Cost for Option 2: $ 4 million**

# Option 3

## Richmond, VA

Richmond is two hours from Washington, DC. The mid-Atlantic location and excellent transportation options make it easy to access most of the U.S. This location is in close proximity to a good number of owned hospitals.

Richmond citizens enjoy moderate weather and outstanding quality of life with many housing and entertainment options and minimal traffic congestion. The cost of living and doing business is reasonable.

The city is known for having an educated workforce and many professional support services. The city is home to many banks and financial institutions.

**Estimated Annual Cost for Option 3: $ 3 million**

**Estimated Relocation Cost for Option 3: $ 5 million**