

Business success

Servcorp's cost-efficient serviced and virtual offices are good for the business.

When you look at the fact that the majority of start-ups go out of business within five years and two-thirds do not survive past 10 years, the role of serviced and virtual offices is now more vital than ever.

"Companies should ask themselves whether they simply want to save costs when taking a serviced office, or whether they want a solution that will help their business succeed," advises Olga Vlietstra, General Manager of Servcorp Japan K.K. "Taking the cheapest option is not necessarily going to help your business.

"It is not price," she adds, "but rather how much value you get and what it will do to the success of your business that should be the deciding factor."

Servcorp's vast experience and expertise not only provides clients with cost-efficient facilities and services, but also enables a branch office or a start-up to project a successful and trustworthy business image to customers. This, in turn, is vital for securing contracts and improving sales.

Perfect fit

Servcorp remains the world leader in high-quality Serviced and Virtual Office products and IT services, providing the highest-quality office space and five-star support service. In Japan, Servcorp's fully furnished office suites are in prime central business district locations in Tokyo, Yokohama, Osaka, Nagoya and Fukuoka. They have a professional receptionist, access to meeting rooms, high-quality IT infrastructure, and professional support services when you need them.

In these same five major cities, Servcorp's Virtual Office provides you with a corporate address, local phone number, and services to run your business professionally without the



Olga Vlietstra, General Manager of Servcorp Japan K.K.

cost of a full-time physical office suite. At 22 locations in Japan (and over 130 locations worldwide), Servcorp's Meeting Rooms provide fully equipped meeting rooms, boardrooms and day offices; professional multilingual receptionists, secretaries and support services; and broadband internet, IP phones, video conferencing, and IT support on hand.

"Our simple proposition to our clients is that sharing the cost of their infrastructure, people and fit-out will make their business more successful," says Vlietstra. "When considering a serviced office and before making a choice, they should understand the value of the proposition and how it will assist their business success."

Measuring value

When considering setting up an office, one should look at the total cost of ownership, not just at the rent for an office. Servcorp provides small to medium-sized enterprises, or SMEs, with access to the best locations, facilities, technologies and people – at the lowest possible cost.

"Oftentimes companies believe a serviced office is expensive because they compare it based on the cost per *tsubo*," Vlietstra points out. "However,

this is not comparable since the cost of traditional space is only relative to the office space."

When factoring in the fit-out costs, the IT infrastructure and maintenance, a receptionist and support team, electricity/cleaning, etc. – the total cost is very different. Servcorp advises prospective clients to bring the total cost down to a cost per person, and then compare.

"The result is that any business with less than 10 people should be in a serviced office," says Vlietstra. "In general, the cost-savings compared with running a traditional office are 60-70%."

Without a doubt, most companies need a secretary or an office manager just to deal with the day-to-day issues of running an office. With a professional serviced office like Servcorp's, the savings from elimination of overhead for a secretary alone pays for the rent of a Servcorp serviced office.

"You are basically rent-free!" emphasizes Vlietstra. "It is a win-win situation all round."

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