



HOW TO 3 HOW TO CHOOSE BETWEEN ONSHORING, NEARSHORING AND OFFSHORING?

FIERCE TACTICS



CONCEPTS



ONSHORING

Activities from one's own country

NEARSHORING



Activities from a neighboring country
or



Activities from a nearby country

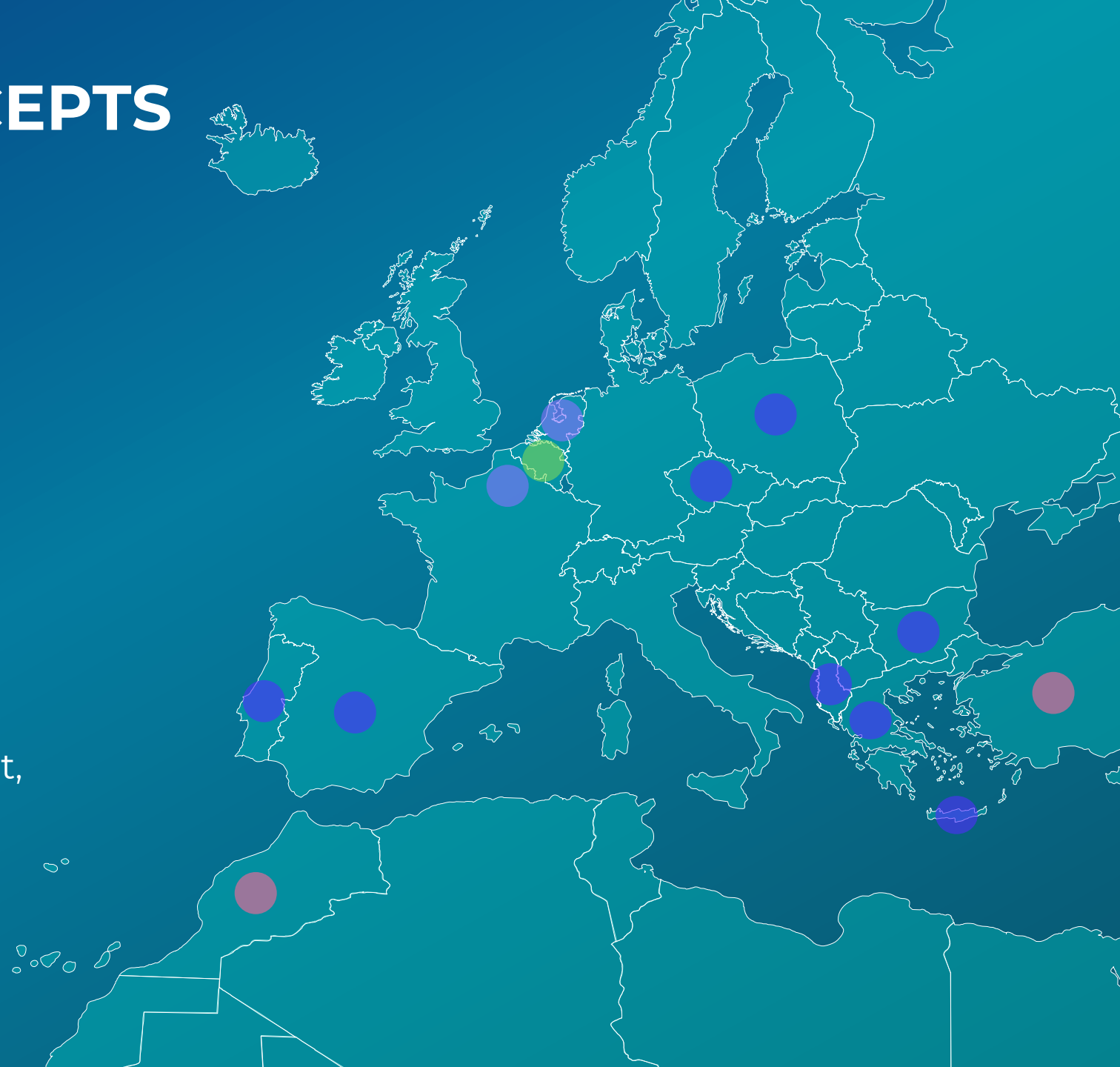


OFFSHORING

Activities from another continent

ACTIVITIES

Peeling shrimp, software development,
clothing manufacturing, **IT services,**
customer service, telemarketing etc





COMPARISON

ONSHORING

NEARSHORING
NEARBY

NEARSHORING
EUROPE

OFFSHORING

PRICE

100%

85% à 90%

70% à 80%

55% à 65%

 EMPLOYEE



PROXIMITY



CULTURE



PRESTIGE JOB









ANALYSIS

- Simple partnership, local 
- Easy to work agile 
- Often aligns with vision 
- Most expensive option 

- Employees are Belgians 
- Good conditions (apartment + car) 
- Cheaper 
- Often temporary employment 
- Difficult to visit 



-  Accessible without overnight stay
-  Relatively easy to work agile
-  Cheaper
-  No Belgian identity

-  Job with prestige for locals
-  Often university profiles
-  Cheaper
-  No European identity
-  Difficult to visit



HOW TO CHOOSE? 2 EXAMPLES

CUSTOMER DELIGHT

Onshoring

1 or 2 nearby partners

Close partnership

Complex tasks via local partner

Simple tasks via A.I.

Flexible, fast switching

Weekly visit by customer



PRICE SEEKING

Minimum 120 FTEs (ROI)

Combination of 3 types

1 partner, based in Belgium

Complex tasks Belgium

Easier tasks by offshoring partner

Sales at Belgian teams

Monthly visit by customer

Contract with result-based
bonus/malus (see How to 2)

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