



Call Centres - The Moose Jaw Advantage

Every year Saskatchewan attracts more businesses looking to relocate or build new call centres and the City of Moose Jaw is receiving its share of interest from this industry. Here we outline the advantages of locating a call centre in Moose Jaw.

A Cost Competitive Alternative

The 2008 KPMG Competitive Alternatives Study ranked Moose Jaw #1 for cost competitiveness for the North American Midwest, 4th in Canada and 12th overall for twelve operations including call centres among 136 cities studied from ten countries included in the analysis. The results of the 2008 study found the City of Moose Jaw to be a very good location to place a call centre. Its business costs for call centres were found to be lower than in cities such as Regina, Saskatoon, Calgary, Toronto and Vancouver.

City	Calgary	Edmonton	Moose Jaw	Regina	Saskatoon	Toronto	Vancouver
Country	CA	CA	CA	CA	CA	CA	CA
Exchange rate per US\$	C\$ 1.00	C\$ 1.00	C\$ 1.00	C\$ 1.00	C\$ 1.00	C\$ 1.00	C\$ 1.00
Sales	32,500	32,500	32,500	32,500	32,500	32,500	32,500
Total labor	7,277	7,094	6,242	6,696	6,622	7,416	7,552
Total transportation	1,362	1,528	2,044	2,116	1,992	791	1,662
Total utilities	883	924	671	671	671	802	720
Total operating costs	9,472	9,546	8,957	9,483	9,285	9,009	9,934
Total taxes (net of grants)	1,072	1,010	1,275	1,126	1,145	1,382	1,062
Total location-sensitive costs	11,574	11,567	10,965	11,462	11,297	11,397	10,011
Total location-insensitive costs	18,363	18,363	18,363	18,363	18,363	18,363	18,363
Total costs	29,937	29,930	29,328	29,825	29,660	29,742	30,611
Net profit after tax	\$ 2,563	\$ 2,570	\$ 3,172	\$ 2,672	\$ 2,840	\$ 2,759	\$ 1,889
% of sales	7.90%	7.90%	9.80%	8.20%	8.70%	8.50%	5.80%
Overall index	99.1	99.1	97.1	98.7	98.2	98.5	101.3

...facilitating economic growth and prosperity in the region...

Advantageous Location

Moose Jaw is ideally located for call centres that serve the North American marketplace. The City is situated centrally in North America, Moose Jaw is also located in a central time zone, and a call centre in Moose Jaw would have the ability to provide service to clients on the east or west coast of the continent.



Labour

Moose Jaw has a very favourable labour market as the City and region have a diverse pool of labour, favourable unemployment rate, competitive wages and quality training programs.



Photo Courtesy of SIAST Palliser

The 2007 Labour Force Survey showed that the City of Moose Jaw has a labour force of approximately 19,000 with an unemployment rate of 6.8%. The unemployment rate is favourable and makes it easier to find workers.

Moose Jaw is also very competitive with salaries and wages according to the KPMG study and results from Statistics Canada.

Moose Jaw is home to the Saskatchewan Institute of Applied Science and Technology, which has an annual enrollment of 2,000 students. The school provides a steady stream of qualified labour to the Moose Jaw region in a variety of fields including Business Information Systems.

SIAST also administers the Job Start/Future Skills Program, which provides training funds up to \$150,000 per employer per year. Through this program, employers are able to fill positions with unemployed workers who will also receive skills training that is directly related to their job. Information on this program can be found by visiting www.aee.gov.sk.ca/jsfs/ or www.siastr.sk.ca.

Leading Edge Communications Network

SaskTel is the owner of a high quality telecommunications network in Saskatchewan recognized for its reliability. The company's extensive telecommunications network is maintained by a highly skilled workforce that ensures that the network is working efficiently. SaskTel has been assisting businesses in Saskatchewan with their telecommunications needs by providing competitive and quality solutions. SaskTel has also proven to be very efficient in toll-free call management.

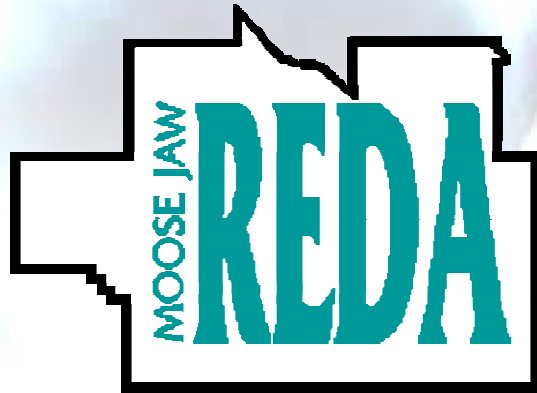


Photo Courtesy of SIAST Palliser



Moose Jaw Regional Economic Development Authority Inc.

88 Saskatchewan Street East
 Moose Jaw, SK S6H 0V4
 Phone: 306-693-7332 Fax: 306-693-7338
 Email: info@mjreda.com
 Website: www.mjreda.com



Call Centres The Moose Jaw Advantage

Moose Jaw Regional Economic Development Authority Inc.

88 Saskatchewan Street East
Moose Jaw, Saskatchewan Canada
S6H 0V4

Phone: 306-693-7332

Fax: 306-693-7338

Email: info@mjreda.com

Website: www.mjreda.com



...facilitating economic growth and prosperity...