

# Sustainable and Customer Orientated Areal Development

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“Business cannot succeed in areas that fail” *World Business Council for Sustainable Development*

## Situation

The public sector in Finland is still suffering from the financial crisis. In order to cut down expenditures, several public sector bodies are selling their built property to ease the financial difficulties. Sold properties usually locate outside urban structure and there are difficulties integrating these old service areas to the present urban structure. There typically is not any housing infrastructure in these sold areas.

**Barracks for Sale!!**



## Possibilities

- Ease public sector in financial difficulties
- Develop different kinds of service areas/concepts customer orientated
- Enhance sustainable development

## Objective of the study

To develop theoretical model for sustainable and customer orientated areal development.

## Theoretical framework

The logic of business and marketing has been changing from goods dominant to service dominant logic. In the heart of service dominant business logic is the idea that the customer becomes a co-creator of value. The focus of business in general has been changing from transactional orientated manufacturing to relationship orientated value creation where customer and the service provider are commonly creating value to the customer.

## Research questions

- What are the possibilities of customer orientated areal development in creating sustainable society?
- What is the role of good quality housing in developing socially and economical sustainable society?

