Príloha 2: Záver ; Attachment 2: Conclusion

Conclusion

The issue of permanent residency is important in every city and the people living there should be the main concern of it. Brno has to prove that their mission is to be there for the people, to provide them with welfare and to show that it is the place for a good life and that it has advantages like no other. So our work has gained a motto – *It is worth to be from Brno!*

Firstly we have done a thorough PEST analyze that has guided us through the problem mainframe and showed us the connections.

In the political environment we have emphasized on the relation between lease contracts and the permanent residency in connection to the administration that is necessary for everyone who wants to get registered. Here is important to say that even the simplification of this process could bring more inhabitants for the city.

Economical environment was second part that dealt with evaluation of the current state of the law concerning budgetary allocation of the taxes and its solutions. We have emphasized on how much can the coefficients affect the economical situation of Brno and also we have found out which amount of money are bringing the economically active inhabitants for the city. There we have discovered the importance of attracting young families to come to Brno (perhaps alumni) because with their kids in kinder gardens and primary schools the incomes for the city would be doubled. Also we have compared the methodologies of Czech Statistical Office and Information system of the population register (ISEO) and figured out that even thou Brno would gain a lot if ISEO would be used, most of small and middle cities would be losing and so it is not wise to switch between them.

Analyze of the technological environment gave us better insight to what have to be done in the registration process and we have seen clearly that any simplification (in matter of time spent by the applicant) would be great.

In the sociological part we have mapped the factors that are making Brno the right place to live in such as high educational rate or above average wages. On the other hand we have seen increasing unemployment and suburbanization. Those are to be focused on. Also we have identified a large group of unregistered that is formed by foreigners and can be seen as important in the hunt for inhabitants.

Also we have done a questionnaire survey that has shown us how big problem is a very low knowledge about the area of permanent residency among people. Also we have seen that the most commonly used one-off financial reward won´t help the city as much as it would need. On the other hand the most welcomed issues to motivate people were cheap living and work offers.

The top of our work is the proposition of special mortgage for the “Brno-man” that would attract young, economically active and perspective inhabitants. Another alternative would be car insurance on same principal.

All together we see Brno as perspective city that just has to educate its inhabitants about their possibilities and show them what the registration in Brno would give them. This can be accomplished through a simple marketing campaign that would show the people the advantages.