

Retail Market & Site Analysis

- *Prioritize top new markets for retail/restaurant expansion*
- *Identify high-potential sites in competitive markets*
- *Estimate sales at proposed new locations*

“Mapping Analytics showed us how we could provide better, faster service . . . and do it affordably.”

Erwin Ishmael
SONY Electronics USA

“More than just maps, they gave us the tools that helped us grow our business.”

Jim Mahoney, CEO
Financial Freedom™
Senior Funding Corporation

“Mapping Analytics showed us where the holes in our data were and helped us fill them. In the end we had a solution based on facts, not assumptions.”

William Webb
Project Manager, Sealy



If you're in the retail or restaurant industry, you know the challenges of expanding to new markets and choosing profitable locations. The cost of gathering customer data for analysis is high. Quick decisions must be made on incomplete information. What's more, many real estate and marketing tools currently in use have been made obsolete by new technologies and modeling techniques.

Market & Site Modeling Tools

Mapping Analytics is a company of consultants, researchers, solution developers and database experts. We offer market and site modeling tools and services specifically for the restaurant/retail industries.

Our tools and expertise will allow you to:

Profile Customers — Use existing customer information, demographics, location and other industry data to profile the typical and ideal customer for your business.

Customer Profiling serves as a foundation for all market expansion and site selection activities. It answers the questions: Who are my best customers? Where do I find more of them?

Analyze Market Potential — At first glance, many of today's hottest geographic markets, and even established markets, may appear to be saturated. Is there room for you to expand there?

We can help you find out. Our models will identify micro-areas best suited for you to open locations within your target markets.

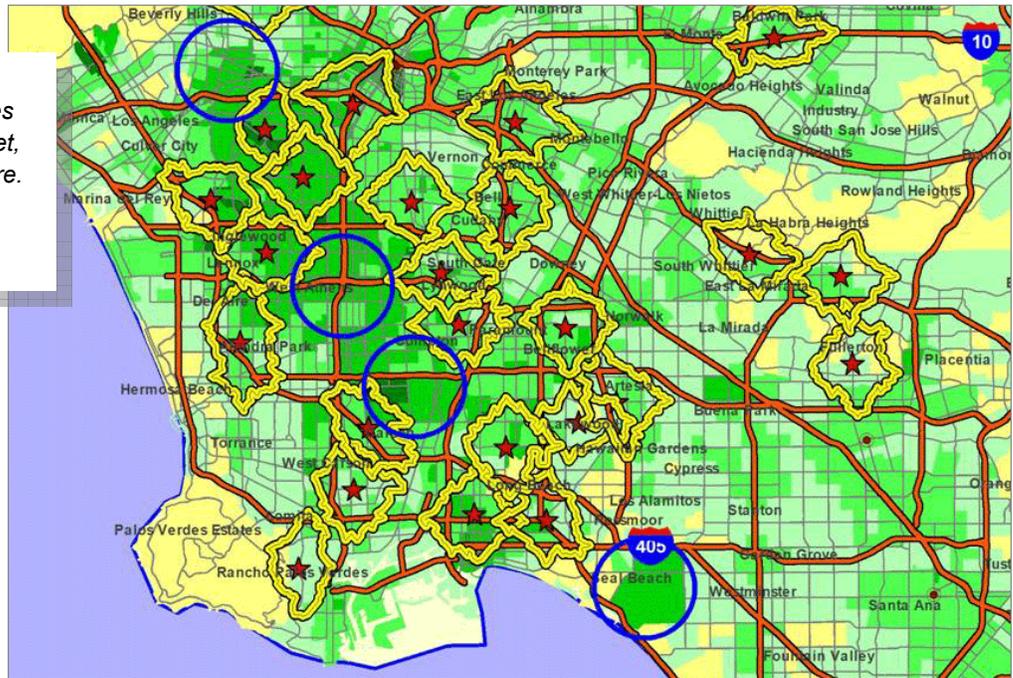
Prioritize Markets — There may be many viable markets for business expansion. But you can't get to them all first and therefore you must rank them. Using our tools and models, you can prioritize markets based on factors important to your business. Guesswork is eliminated.

Develop Trade Areas — An accurate trade area — the area your customers come from — is required to estimate sales, conduct effective marketing campaigns, and spot gaps/ overlaps in market coverage. We can define trade areas for a specific brand, system type (e. g. chain or independent) or classification (e. g. QSR hamburger, casual Italian dining, home center, hardware).

Estimate Store Sales — It's easier to estimate sales when converting a store from another brand to your brand — but for new locations? You need a statistical model with the right mix and weighting of customer, demographic, industry and geographic data to make accurate forecasts.

Select Store Locations — Combine the intelligence gained from customer profiling, market potential analysis, trade area development, and sales estimates to choose the optimal locations to expand or acquire — leading to maximum market share and profitability.

This analysis shows hot spots (blue circles) to open new stores in an already established market, helping to increase market share. Yellow boundaries show trade areas for existing stores.



Project Management & Consulting

- Customer Profiling
- Market Potential Analysis
- Trade Area Development
- Site Selection
- Sales Territory Design
- Demographic Analysis
- Predictive Analytics
- Modeling

Geographic & Production Services

- Map Production
- Database Development
- Database Acquisition
- Large-size Map Printing

Software & Data

- Mapping Software
- Custom Applications
- Demographics & Analytical Data
- Street and Boundary Data

How to Deploy Our Solutions

We work closely with our clients to answer location questions, by providing analytic and consulting services, models, mapping software, and key data sets.

Our clients typically work with us in one of three ways:

- Mapping Analytics develops a model, identifies key databases and gives your team the tools, data and support to run the models and perform analysis to drive executive decision making.
- Mapping Analytics develops models, acquires appropriate data and uses our expert team to perform analysis of markets and sites, providing you with the answer you need.
- Mapping Analytics provides the software tools and data sets to your analytic team so it can create and run its own models.

You may already know the deployment approach that's best for your business, based on your resources and internal processes. Or we can help identify the optimal approach — the one that offers the greatest likelihood you will achieve the results you expect and need.

Why Mapping Analytics

A number of companies offer market analysis and site selection solutions. Mapping Analytics is different from most, and uniquely positioned to serve your needs:

- **A complete team.** From our analytical department that has developed models for many clients, to our solutions consultants and support staff, we have the experience and resources to understand your business goals and craft a solution to help you meet them. We transfer findings and knowledge to our clients in the form of fact-based, actionable plans that produce measurable results.
- **Flexibility in deployment.** Whether you need us to be your analytics department or extend it, Mapping Analytics is designed to fit into the way you work.
- **Vendor neutrality.** Mapping Analytics has partnerships with all leading data and software vendors — and we are beholden to none of them. Our only objective is to provide you with the specific modeling solution, data and tools that will ensure your success.