

Ten Questions

Mapping Analytics Answers about Site Selection

1. Where are the best markets for expansion?
2. How many stores can we place in this market?
3. Within a market, in what micro-areas should we place our stores?
4. Can you assess top line potential? Analog Comparison? Pass/Fail? Sales Range Classification? Sales Forecast?
5. Have you filtered all available data down to key criteria that determine the success or failure of our stores?
6. Will a store in this location cannibalize sales from our other stores?
7. Have we positioned locations to maximize market coverage or are we missing pockets of opportunity in our existing markets?
8. Should we close a store due to poor volume, or is there true sales potential that we are not achieving?
9. Do we remodel or move a unit?
10. Can you forecast sales for potential store locations?

