

Understanding Geographic Market Dynamics – Market Scope

Client Situation

This global oil company needed to understand more about the retail location dynamics of their convenience stores.

Client Complication

The client faced five challenges:

- 1 In order to update merchandising strategies for areas served by their convenience stores, the client needed to understand more about the geo-location, including the demographics of the areas surrounding their stores
- 2 There was a need to understand the population in areas surrounding their multi-location convenience stores
- 3 Lack of process to overlay demographic data onto income data to acquire better insight into the area potential
- 4 Business Development executives were very reluctant to prospect, and had no prospecting skills
- 5 The lack of a business development process restricted individuals in the quest to enlarge the client base

Client Solution

Carpedia provided data that can graphically display an area using mapping software solution. In combination with Census data, valuable data extracts could be presented so that merchandisers and marketers could equip themselves with ranging and category solutions to suit the location demographics.

Executives could further use base line information to build realistic growth targets based on best practice stores combined with similarly situated stores. This information was used to construct a MIS system, so that store performance could be measured more effectively.