

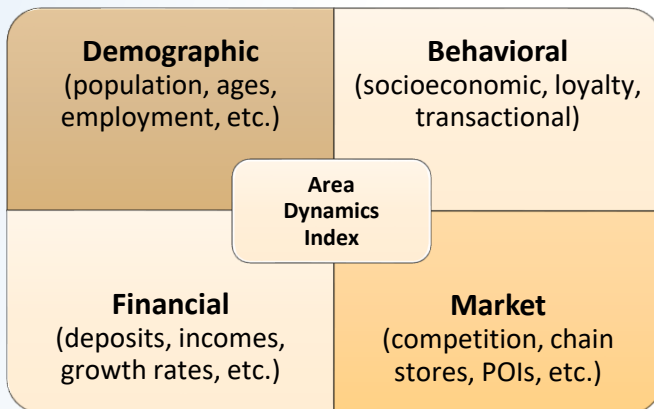
# Network of Stores

## Optimal Size and Geographical Distribution



- How many stores does your Network truly requires and at which locations?
- Which store should you open or close first?
- Where do your potential customers reside? And how many are they?
- How does your Network stand against your competitors?
- And how are all of these documented?

### Area Dynamics



We process, analyze and combine all sort of available data in order to estimate the **dynamics of every single road** of your Country, a figure specific to your company's profile.



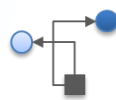
### Network size and distribution

We then scan the entire Country and:

- Estimate the **optimal Network size**, based on **criteria** that are customized to your **business guidelines**.
- Pinpoint the proposed **store locations** and draw their **responsibility areas**.
- Prioritize stores by significance.

### Existing network evaluation

- Areas with store **surplus, deficit or overlaps** will be revealed.
- **Correlation analysis** of your existing Network with demographics and other data.
- Comparison of your existing Network distribution with those of your competitors.



## Solution Features



Adopted to any country

Our solution can be adopted to any country with an adequate set of maps and data. Ask us for details.



Utilize existing data

Your own data/maps can also be incorporated.



GIS expertise desirable but not required

Although desirable, you don't need a GIS expert. We'll analyze and prepare everything for you.



User infrastructure is not required

A GIS infrastructure is also not required. If you possess one however, all the results will be installed into it.



Solution adopted to customer needs

Our methodology and algorithms are customized to your business guidelines.



Analytical customized reports

Besides our standard reports, additional ones can be designed at a competitive cost.

## It's your Network. Know where and know why!

## About RNC

Retail Network Consultants is a company specialized in two specific areas in Retail Network Management:

- **Target Setting & Performance Measurement**
- **Optimal Size & Geographical Distribution**

Founded and staffed by professionals with years of first hand experience, we have developed state of the art methodologies and complementary software components in these two areas.

Our vision is to provide practical, robust and reliable solutions, **customized** to your needs, your network, your infrastructure, and above all, your **culture!**

And all of these in the shortest possible time and at a very competitive cost!

Contact us for a thorough discussion!



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