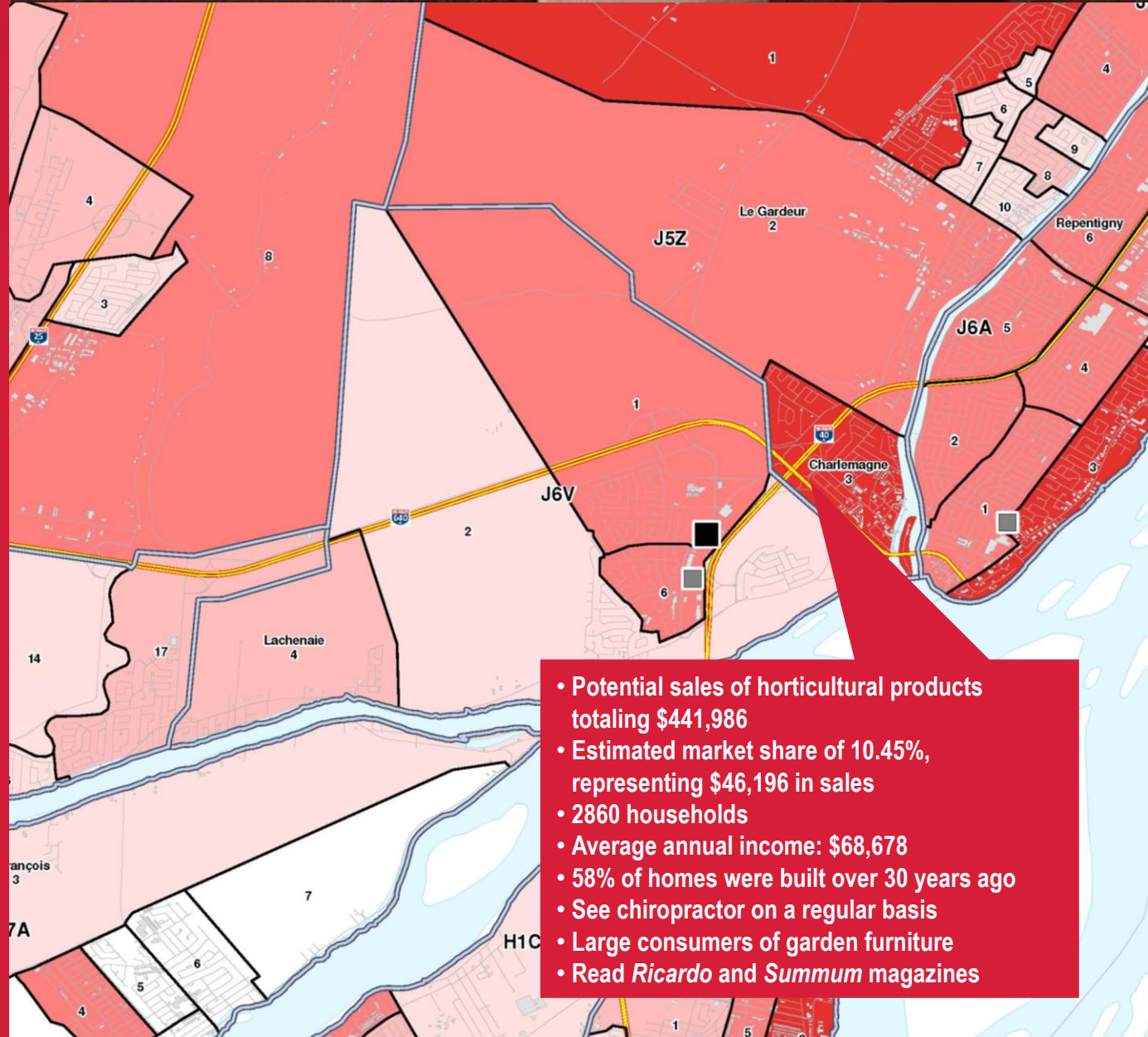


# MARKET ANALYSIS



Presents comprehensive statistical descriptions of a given market, including its estimated sales potential.

# MARKET ANALYSIS

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THIS ANALYSIS ASSESSES THE OVERALL SALES POTENTIAL OF A MARKET AND ITS STORES WHILE PROVIDING A COMPREHENSIVE OVERVIEW OF ITS CUSTOMER BASE.

The **sales estimate model** takes into account:

- Location
- Distance and geographical restrictions
- Buying potential
- Market demographics
- Presence of competitors
- Traffic generators

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The **customer base profile** includes:

- Socio-demographic characteristics (baseline analysis)
- Consumer habits
- Lifestyle and media profile
- Presence of competitors
- Location of potential customers