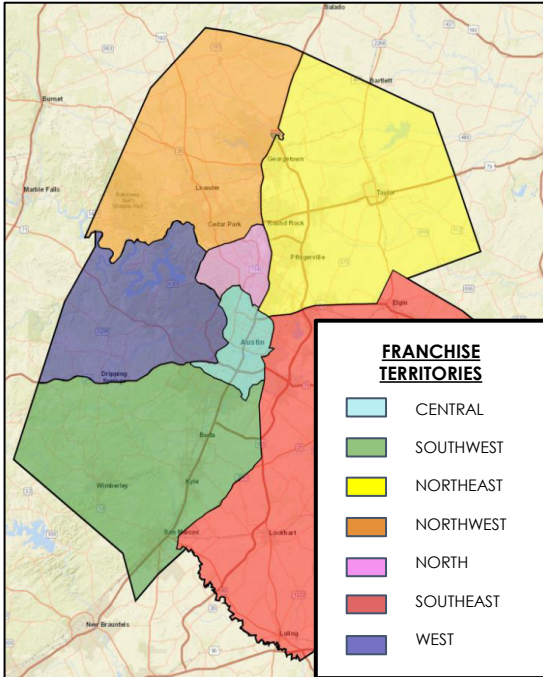


MARKET ANALYTICS PLATFORM

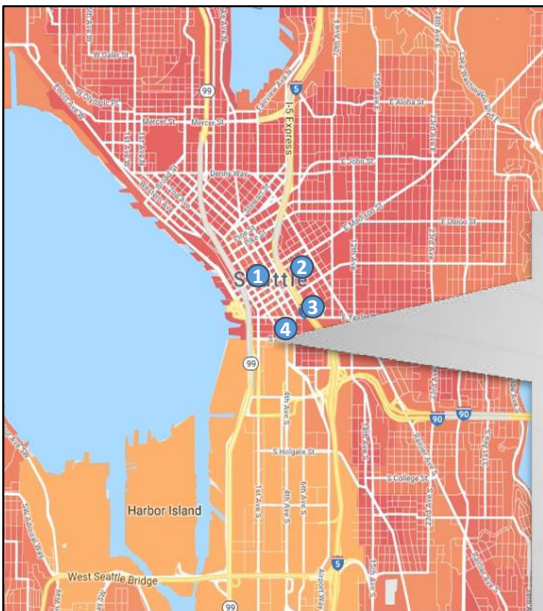


BUILDER: STRATEGIZING ENTRY INTO NEW MARKETS

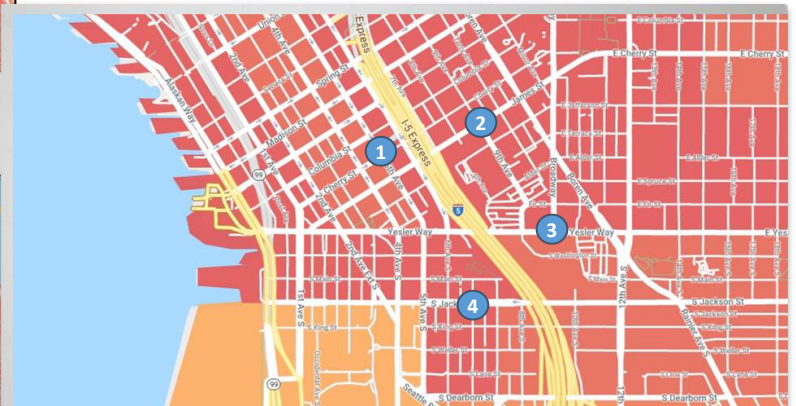


THIS PROGRAM ASKS:

- Where are the best potential target areas and why? (Store or Business Capacity)
- How many units can be sustained?
- Who is the existing competition in the target area?
- How do we define Franchise or Market Territories based on Store Capacity?



The image to the left is an example of a Market Optimization analysis, one of the most utilized reports within Builder. Market Optimization demonstrates the optimal unit capacity (based on a select number of variables) within a given market.



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