RESOLUT RE

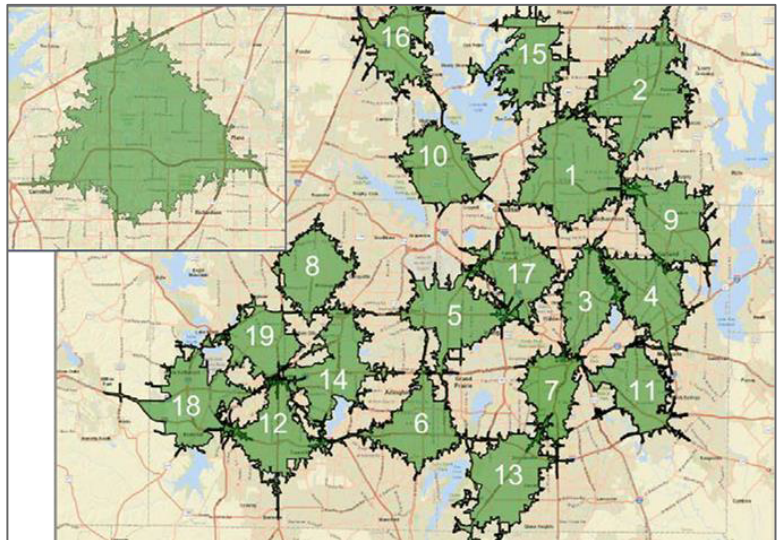## CITY SKYLINES: A STRATEGIC BLUEPRINT FOR FUTURE EXPANSION



**THIS PROGRAM COMBINES INFORMATION FROM MPASS AND BUILDER AND ASKS...**

- Using existing domestic market presence as a benchmark, how can we score the potential markets?

- Based on market capacity (# of customers) and store capacity (# of units), how can we optimize the client's expansion?

- Factoring in existing competition, how the consumer base spends its money, and geo-demographic analysis, how will we plan for future expansion in this market?

| CAPACITY SCENARIOS | |
|---|---|
| STRATEGY | # OF STORE(S) |
| Conservative | 1 |
| Moderate | 4 |
| Aggressive | 8 |



The map and chart illustrate store capacity and three market penetration scenarios based on the information gathered in City Skylines.