

MARKET ANALYTICS PLATFORM



CITY SKYLINES: A STRATEGIC BLUEPRINT FOR FUTURE EXPANSION

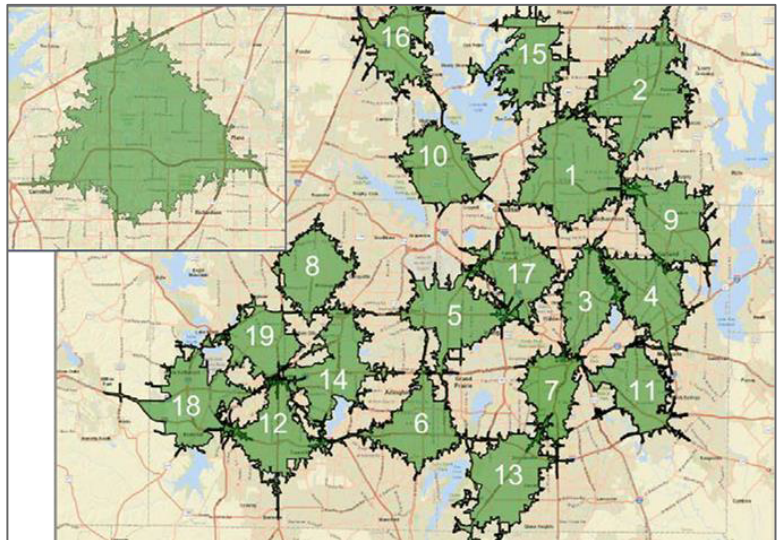
THIS PROGRAM COMBINES INFORMATION FROM MPASS AND BUILDER AND ASKS...



- 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.

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