

RESOLUT

RE

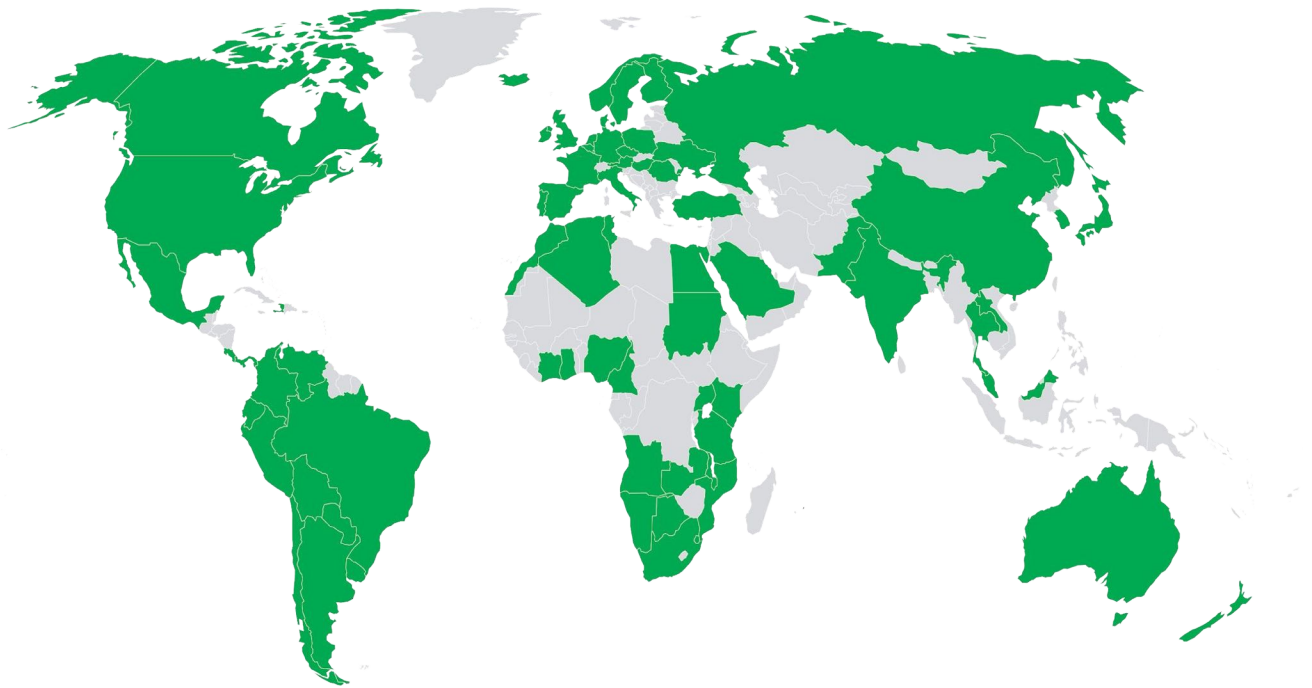
# INTERNATIONAL ACCOUNTS PLATFORM

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# Market Analytics Platform



## INTERNATIONAL MARKET ANALYTICS REACH - 130+ COUNTRIES



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## MARKET ANALYTICS AND SITE SELECTION SERVICES

RETAIL COMPASS



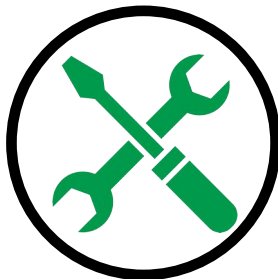
RETAIL BUILDER



CITY SKYLINES



FRANCHISE TOOLBOX



RETAIL SCORECARD



The primary goals of these tools:

- Identifying the **target customer**
- Calculating **how many of these customers** are within a defined trade area
- Calculating the **number of units that could open** within a specific market
- Laying out the **strategic blueprint** for the sequencing/order in which the units should open

These reports retail for tens of thousands of dollars with other providers, yet we offer them free of charge, for any trade area in the country. Then the baton goes to our world class, global Tenant Representation brokers, and they go out and find the real estate!

Landlords pay our commissions- designed so that no fees are charges to our clients. No blanket exclusive representation agreements would be required. We work on a market by market basis.

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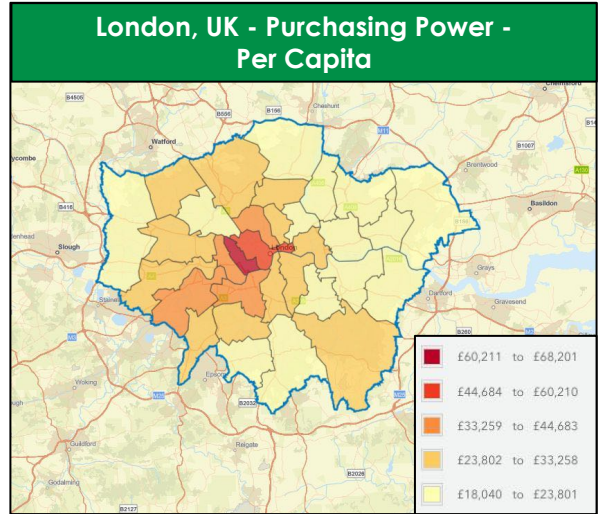


## RETAIL COMPASS: IDENTIFYING THE CONSUMER BASE

### THIS PROGRAM ASKS...



- Who is the ideal customer?
- How many customers are there?  
(Market Capacity)
- How much money is being spent in an area? (share of wallet)
- What is the money being spent on?



ENTERTAINMENT



**£406,382,478**  
TOTAL SPENT

CONSUMER ELECTRONICS



**£264,181,847**  
TOTAL SPENT

HOUSEHOLD APPLIANCES



**£167,111,489**  
TOTAL SPENT

FOOD & BEVERAGE



**£2,629,598,925**  
TOTAL SPENT

FURNITURE & FURNISHINGS



**£386,192,993**  
TOTAL SPENT

JEWELRY & PERSONAL EFFECTS



**£536,337,810**  
TOTAL SPENT

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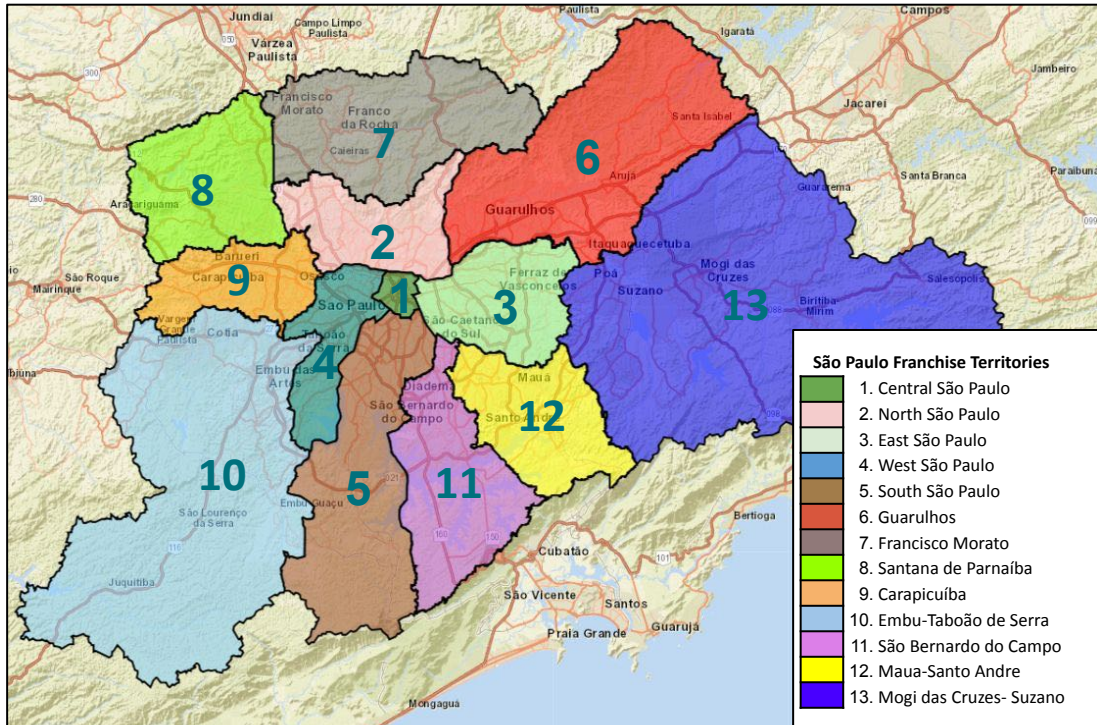


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## RETAIL BUILDER INTERNATIONAL: MARKET OPTIMIZATION



### THIS PROGRAM ASKS:

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



## CITY SKYLINES: STRATEGIZING INTERNATIONAL MARKET PENETRATION



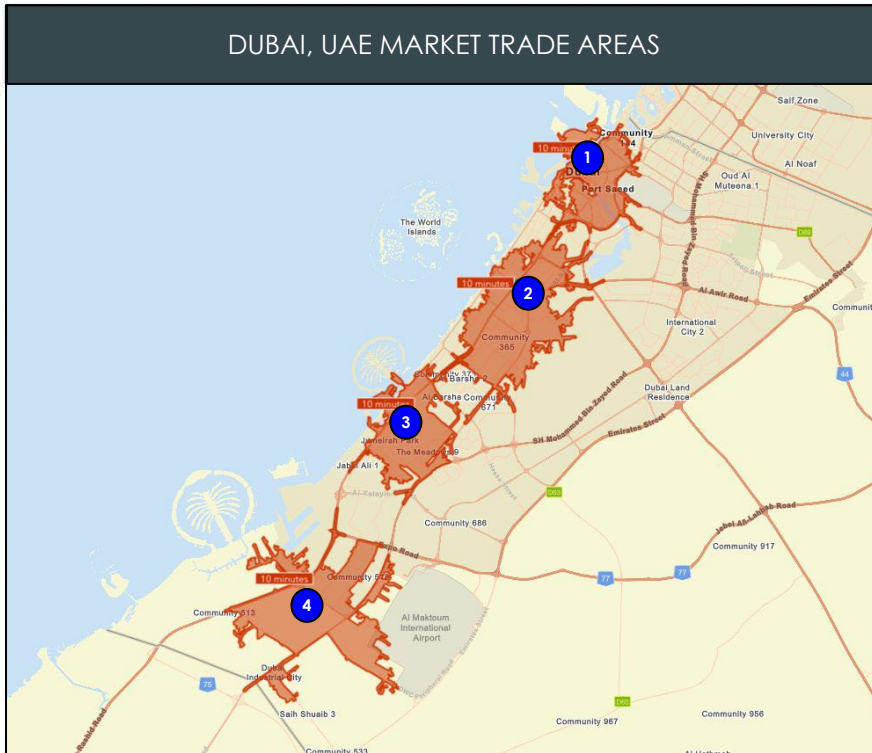
### KEY FEATURES:

- In-depth analysis of existing market presence which is used as a benchmark
- Sweeping the globe and using the scorecard to 'grade' potential international markets
- Formulate a strategic plan that will provide the client with the highest return on investment

# Market Analytics Platform



## FRANCHISE TOOLBOX: PICK WHICH SPECIFIC TOOLS YOU NEED



DUBAI MARKET COMPETITORS			
#1	2	0	1
#2	1	2	1
#3	1	1	1
#4	1	0	1
MARKET PENETRATION STRATEGY			
DUBAI MARKET AREA # OF LOCATIONS			
CONSERVATIVE	4		
MODERATE	5		
AGGRESSIVE	6		

### SOLUTIONS MOLDED ON A CASE-BY-CASE BASIS



The franchise toolbox is an “a la carte” offering, an affordable platform to gain access to higher end analytics at a reasonable price point.

- Good for clients who don't require the full suite of information in the full module
- Easily customized for clients with specific research needs

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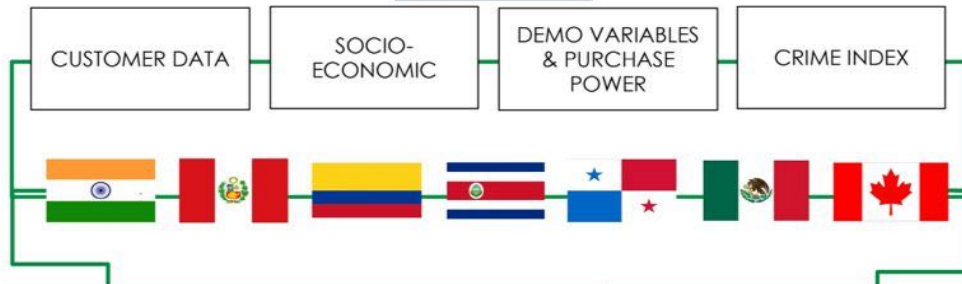


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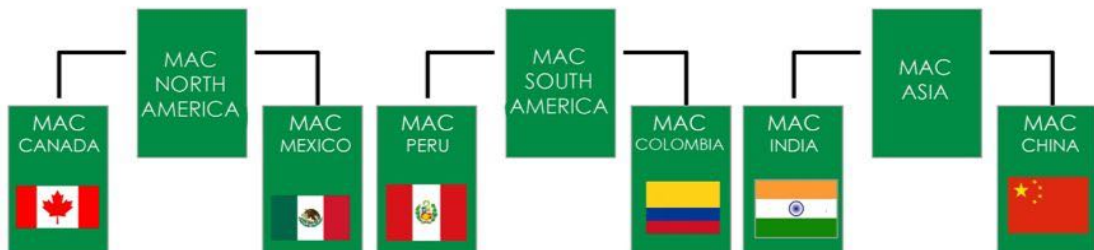


## RETAIL SCORECARD INTERNATIONAL

### DATA INPUTS



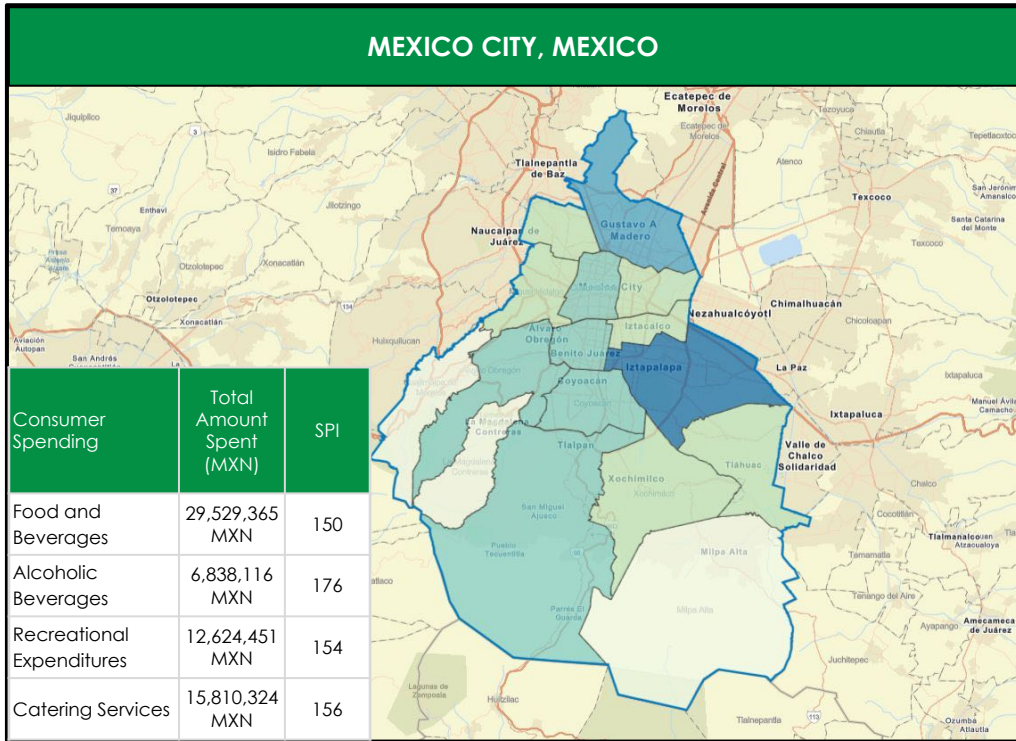
	RETAIL BUILDER			RETAIL COMPASS				
	CONSERVATIVE	MODERATE	AGGRESSIVE	A	B	C	D	E
CANADA	4	9	15	21%	26%	35%	12%	6%
MEXICO	6	12	18	12%	18%	24%	28%	18%
COLOMBIA	3	5	7	8%	19%	28%	32%	13%
PERU	2	4	5	7%	20%	34%	20%	19%
PANAMA	2	4	5	4%	10%	26%	42%	18%
COSTA RICA	1	2	4	6%	18%	31%	42%	3%
INDIA	5	9	15	15%	19%	29%	24%	13%
CHINA	8	18	25	12%	14%	18%	24%	32%



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## HIGHEST AND BEST USE: CAPTURING THE FULL POTENTIAL OF THE SITE



### KEY FEATURES:

- Provides property owners with the most feasible and efficient use of a property
- This program is recommended for clients with an existing greenfield, brownfield, or vacant retail site
- We will analyze zoning classification, surrounding roadways, available utility infrastructure, topography, size, existing surroundings, and more to find which business sector has the highest potential for market penetration

Connect With Us



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