SITEWISE

A DATA-DRIVEN LOCATION RECOMMENDATION PLATFORM THAT HELPS HONG KONG RETAILERS CHOOSE THE RIGHT STORE LOCATION
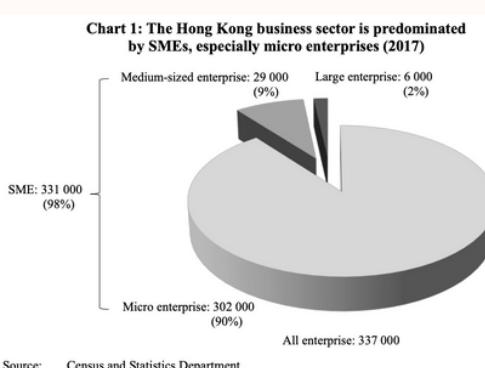
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MARKET PROBLEM & SOCIAL IMPACT


工商舖分析｜香港四大核心區街舖空置率升至12.1% 創近4年半新高 逼近歷史高位

BossMind
2025年6月23日

Source: Bossmindmedia.com
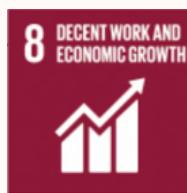
Hong Kong is one of the most **competitive** and costly **retail** markets globally.

Businesses are struggling to **find** suitable street-front shops, while many such shops are struggling to **attract** suitable tenants. (OECD, 2014)

Chart 1: The Hong Kong business sector is predominated by SMEs, especially micro enterprises (2017)

Medium-sized enterprise: 29 000 (9%)
Large enterprise: 6 000 (2%)
SME: 331 000 (98%)
Micro enterprise: 302 000 (90%)
All enterprise: 337 000

Source: Census and Statistics Department.

For small and medium-sized retailers, **poor site selection** often leads to high fixed costs, low customer fit, and ultimately **business failure**. However, most retailers rely on personal experience, real estate agents, or **limited** publicly available information for site selection decisions currently.

8 DECENT WORK AND ECONOMIC GROWTH

Our solutions help them reduce operational risks and maintain their businesses, thereby contributing to local employment stability and economic growth.
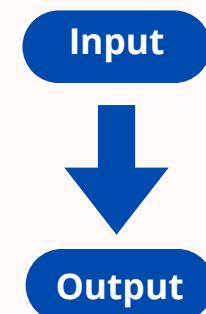
Our platform does not replace traditional businesses. Instead, it **modernizes** them by providing easy-to-use **digital infrastructure** that helps in making **smarter decisions**.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
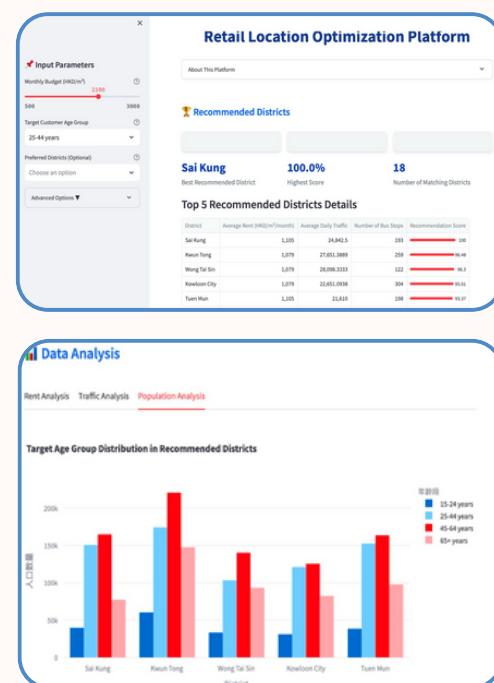
PROPOSED SOLUTION: SITEWISE

Our Product

SiteWise is a website designed to help small and medium-sized retailers in Hong Kong find suitable store locations based on their specific **business needs**. Users can receive **data-driven** recommendations tailored to their **business requirements**, rather than relying solely on intuition.

Input → **Output**

Business type, target customer, rental budget, target area

↓

Data Processing

↓

Top 5 recommended addresses, analysis report

How It Works

Data Collection

The platform **aggregates data** from various sources that could **impact retail performance**, such as transportation access, resident demographics, and local rents.

Modeling

For each street in every district, a **site selection score** is computed by weighting and aggregating **key factors**, including customer fit, accessibility, and rental costs.

Page Design

With a **simple, intuitive** design, the website clearly displays the optimal location and relevant data.

COMPETITOR & KEY HIGHLIGHTS

Competitiveness

Other site selection tools

Most existing site selection tools are **prohibitively expensive** for retails. Furthermore, these tools often **fail** to support a **comprehensive** evaluation of all critical factors.

Traditional real estate agencies

SiteWise isn't a traditional agency; it's a **decision-support tool**.

Feasibility

- Abundant Data
- Mature Technology
- Urgent Demand
- Low Cost

Future Plan

Integrate with mainstream **real estate** platforms to obtain real-time, accurate leasing **data**.

Upgrade our tools to provide **customized analytics** centered on SMEs, including customer matching, competitor analysis, and inventory management.

Expand our business to other **data-rich** cities and regions **outside** Hong Kong.

MAKE BUSINESS SIMPLE