



# getchee

## We help brands thrive in emerging economies with market and data solutions.

### What does getchee do?

getchee is the only full solutions provider of Asian market and location intelligence. We help brand owners expand and optimize business in emerging economies.

### What do our solutions entail?

getchee Solutions begins with standardized market data. From this data, you're able to optimize your store networks and find more of the right customers. Our solutions also help you plan for the future through predictive analytics, trending, and sales forecasting. We even provide services to optimize your brand and build winning marketing strategies.

### What industries do we cover?

We help businesses in the FMCG, banking and finance, retail food and merchandise, and automotive industries.

### What makes our data so valuable?

Our dedicated teams in China and Taiwan collect the most up-to-date data for the emerging markets of China, India, and Southeast Asia. We source the data from government entities, academic institutions, Internet sources, surveys, and 3rd party vendors.

We then take extra time to check the data and correct errors. This painstaking process brings getchee Data™ to about 80 percent accuracy.

The data is then aggregated and pushed into getchee Enterprise™, our web-based data analytics software.

# Focus Markets

China



Hong Kong



Indonesia



Malaysia



Philippines



Singapore



Taiwan



Thailand



Vietnam



India



Japan



South Korea



# Market Solutions



## Market™

Understand current and potential markets. Determine optimal areas of a market to sell your products and services. Discover existing market gaps.



## Network™

Evaluate and optimize your retail networks. Analyze trade areas to select profitable sites and sales channels. Make the best store format decisions.



## Customer™

Figure out who and where your customers are. Analyze and define customer segmentations to find market potential and build effective market strategies.



## Forecast™

Know your market potential and predict sales of new products and services. Understand customer behavior and market trends to aid in sales forecasting.



## Performance™

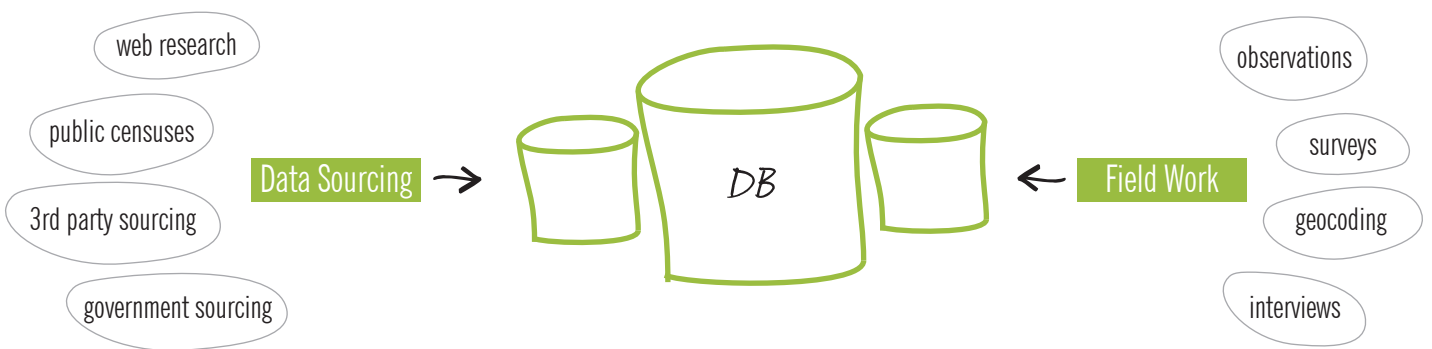
Tune products and services to perform better in changing market conditions. Build effective marketing strategies to reach your customers.



# Market<sup>TM</sup>

Understand current and potential markets. Determine optimal areas of a market to sell your products and services. Discover existing market gaps.

market potential analysis | market segmentation | standard & customized data



## Data Collection

We use several methods to collect data for our standard datasets, and specialized methods for custom and value-added datasets. These methods include but are not limited to:

### Data Sourcing

- + censuses
- + governments
- + the web
- + third-party aggregators

### Field Work

- + geocoding
- + interviews
- + market observations
- + surveys

## Market Sizing

We understand the difficulty in sizing your target market area, especially in emerging markets. We use a combination of approaches:

### Approaches

- + defining your market
- + leveraging case studies
- + performing competitor analysis
- + performing target customer analysis

## City Ranking

Prioritize cities based on comprehensive market snapshots and regional analyses to form the most profitable roll-out strategies for your products and services. Using the multifaceted getchee "Trade Area" tool, McDonald's is able to specify a potential restaurant's trade area by either radius or population size, making it easier for McDonald's management to efficiently plan future store expansion.

### What criteria are used to rank the cities?

- + competitor densities
- + demographics
- + market gap analyses

## Market Snapshot

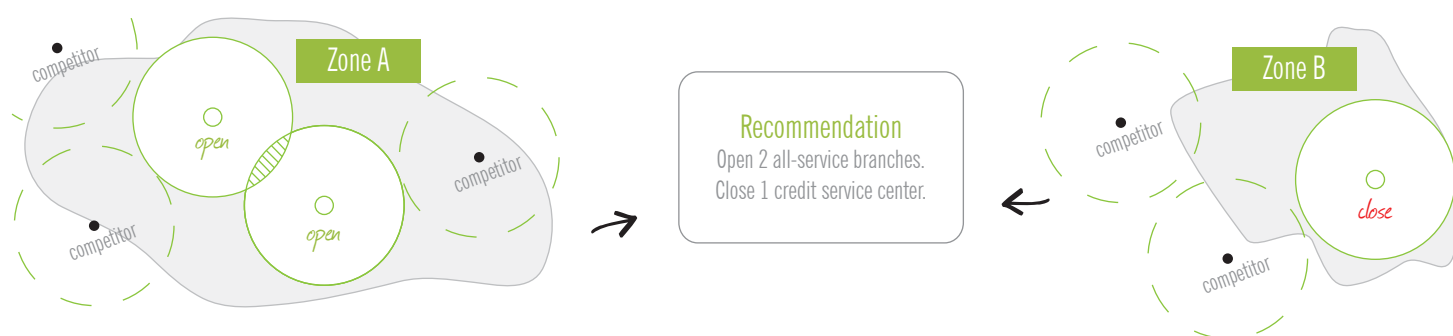
We use geographic and demographic data based on your business requirements to generate relevant snapshots. These snapshots help you determine optimal areas to sell your products and services.



# Network<sup>TM</sup>

Evaluate and optimize your retail networks. Analyze trade areas to select profitable sites and sales channels. Make the best store format decisions.

site selection recommendations | store network optimization | trade area analysis



## Site & Trade Area Recommendations

What demographics are my current sites and sales channels capturing? Where should I open up sites to capture the most market potential and market share? Before deciding where to open up sites and how big their trade areas are, we take the following characteristics and factors into consideration:

### Characteristics & Factors

- + competitor locations
- + store formats
- + your current business locations
- + your product and service mix
- + your targeted customer segmentations

## Market Share & Penetration Studies

Maximizing market share is your goal and reaching that goal is our job. In order to do that, we analyze the current market share to help you:

### What We Do

- + develop effective marketing strategies
- + fine tune product strategies
- + increase market penetration
- + select the most profitable sites and sales channels

A combination of data and getchee Enterprise<sup>TM</sup> (our web-based data analytics software) allow you to minimize potential risks when making product and sales channel decisions.

## Cannibalization Analysis

Minimize trade area cannibalization by optimizing your store network and channel distributions. We help you do this through:

### Efforts

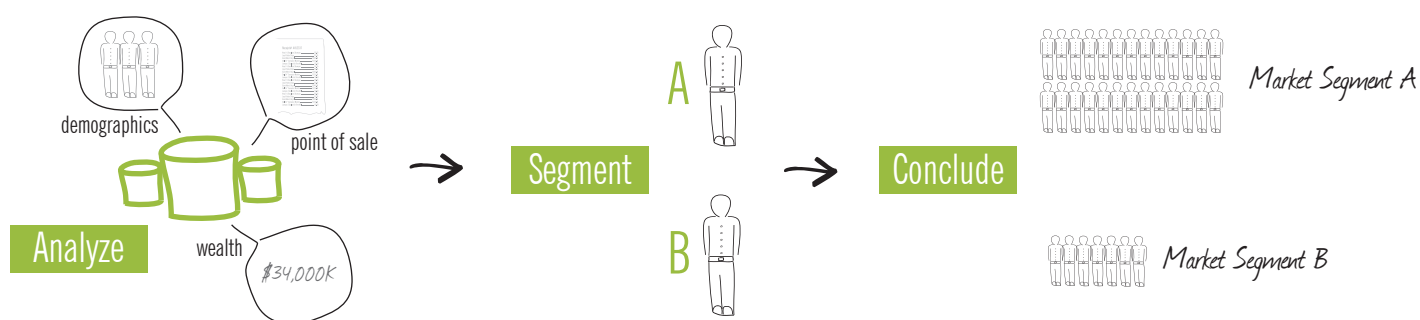
- + customer segmentation
- + demographic overlapping analysis
- + market potential overlapping analysis
- + trade area overlapping analysis



# Customer<sup>TM</sup>

Figure out who and where your customers are. Analyze and define customer segmentations to find market potential and build effective market strategies.

customer mapping | customer profiling | customer segmentation



## Target Customer Profiling

We find your target customers on the map to:

### Focus Marketing Efforts

- + locate clusters of target customers where you have high penetration rates
- + execute targeted marketing with high response rates and ROI

### Improve Site Selections

- + open new profitable locations
- + optimize your store networks

### How can you apply our customer profiling analyses?

- + boost sales by finding demographic and geographic profiles of customers that had high response rates to targeted marketing campaigns
- + identify customer profiles of those who didn't renew store memberships
- + identify customers who purchased the most on at your retail stores

We use many factors to segment the population of a given target market to help you locate target customers and understand customer behavior. We take these factors and pair them with your customer data and visual heat maps, resulting in better customer profiling accuracy.

### Factors

- + consumer behavior patterns
- + demographic data
- + product, service, and channel characteristics
- + wealth indicators

## Customer Segmentation



# Forecast™

Know your market potential and predict sales of new products and services. Understand customer behavior and market trends to aid in sales forecasting.

market potential analysis | predictive analytics | trending & sales forecasting



## Locate Market Potential

We translate different market segmentations into financial benefits that meet your established business goals. We answer questions like these:

### Questions

- + What is my market potential in terms of dollars?
- + What strategies do I use to roll out my products, services, and sites to reach my targeted market penetration rate?

In order to answer these questions we take a look at:

- + How many customers are purchasing your products and services?
- + How much of your products and services customers purchase?
- + How often customers purchase your products and services?

Not only are we able to profile and segment your customers, but we are also able to make sales predictions based on market data. We apply different methodologies and datasets contingent on your business needs.

## Market Trending

We use performance results to predict market trends and future growth outcomes.

### What's involved?

- + data collection
- + predictive analytics

### What does this help you do better?

- + sales planning and forecasting

## Predictive Analysis

Combining your business performance data with our datasets, we provide a variety of predictive analyses to help you make profitable business decisions.

### Our predictive analyses help you:

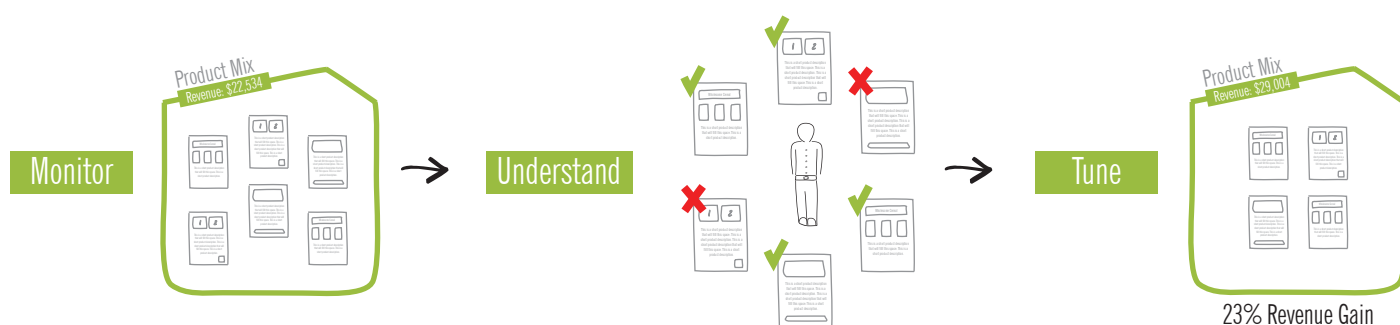
- + focus marketing efforts based on consumer behavior and lifestyles
- + match the correct retail channel partners with your products and services
- + understand the network effect of your retail network expansion plan



# Performance<sup>TM</sup>

Tune products and services to perform better in changing market conditions.  
Build effective marketing strategies to reach your customers.

brand management | channel optimization | sales territory alignment



## Performance Benchmarking

Compare demographic catchment areas of your current retail networks versus competitors.

We merge your performance data with our demographic and consumer behavior data. Then we analyze the data with our web-based data analytics software, highlighting key performance indicators and providing accurate information that helps you make the most profitable business decisions.

### What does this information help you do?

- + develop effective marketing strategies
- + develop perfect sales strategies
- + optimize your product and service mix

## Channel Management

Profile sales channels based on demographics and consumer behavior to effectively sell the correct products through the proper channels.

### What's involved?

- + sales channel demographic analysis
- + products and services segmentation analysis
- + sell-through channel forecasting

## Marketing Coverage Planning & Analysis

Are my marketing campaigns reaching the correct demographics? Am I using the correct methods? Based on demographics and target customer segmentations, we use a combination of tools to evaluate your current marketing coverage.

### Tools

- + consulting services
- + getchee Data<sup>TM</sup>
- + getchee Enterprise<sup>TM</sup> (software for network planning and management)

### Analyses

- + advertisement placement analysis
- + marketing campaign segmentation analysis





# getchee Data™

Accurate data for emerging markets in China, India, and Southeast Asia.  
Understand current and potential markets. Build solid business strategies.

base map & geography | points of interest | market demographics | value-added data

## Where does getchee data come from?

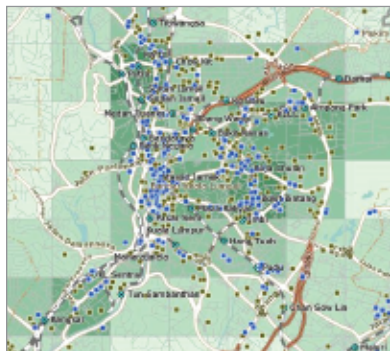
- + data sourcing: official censuses, governments, websites, 3<sup>rd</sup> party
- + field work: geo-coding, interviews, market observation, surveys
- + modeling: apply spatial analytical functions in conjunction with traditional empirical functions

## How do we validate and control the quality of data?

- + geographical data is validated through satellite imagery
- + point data is validated through an accumulated addressing database, field verification, and/or phone surveys
- + modeled data is validated through client and local feedback



Shanghai, China. The image shows downtown with a detailed road network and business intensity (heat map).



Kuala Lumpur, Malaysia. The image shows a combination of bank and ATM locations with wealth index grids.



Bangkok, Thailand. The image shows a combination of small & medium enterprises, with daytime population grids.

## Base Map & Geography

This bottommost map layer consists of all the basic map elements:

- + roads, streets, highways
- + city lines, district lines, township lines
- + subways, railways, high speed railways
- + lakes, mountains, parks, rivers

## Points of Interest (POI)

Geo-coded points categorized in several different areas:

- + accessibility: bus stops, subway stations, railway stations
- + business: ATMs, banks, government buildings, office buildings
- + lifestyle: coffee shops, fast food, shopping centers, supermarkets
- + residential: residential buildings, schools
- + tourist: hotels, landmarks

## Market Demographics

Categorized into 1km<sup>2</sup>, 500m<sup>2</sup>, or 250m<sup>2</sup> grids, this data consists of:

- + total population
- + male population
- + female population
- + household number
- + age segmentation (depends on country)

## Value-Added BI Data

Categorized into 1km<sup>2</sup>, 500m<sup>2</sup>, or 250m<sup>2</sup> grids, this data consists of:

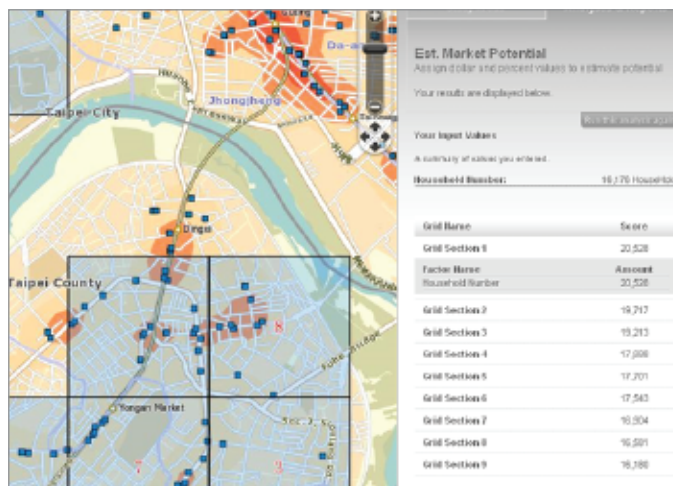
- + SME (small and medium enterprise)
- + wealth index
- + business demographics: working population, daytime population, nighttime population, EIP (economically inactive population)

# getchee Enterprise™

Web-based software for network planning, management, and data visualization.  
View site and product performance dashboards updated dynamically.

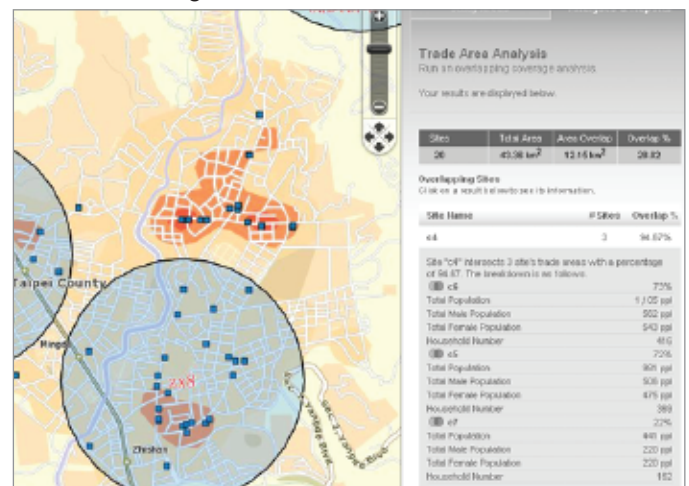
performance dashboards | network planning tools | network management tools | reporting functionality

## Locate Market Potential



Quickly locate pockets of market potential matching site scorecards, product customer profiles, or competitor impact.

## Network Planning



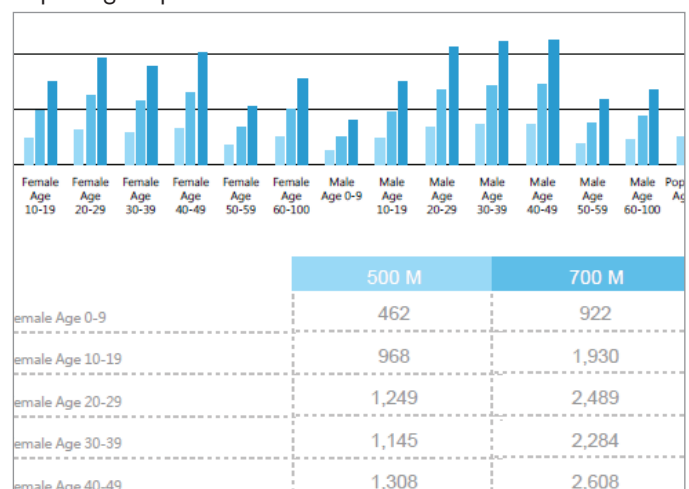
Perform network planning functions such as site study comparisons and trade area analyses. Combine tool output with local knowledge for better business decisions.

## Performance Dashboards



See performance data dynamically against market and demographic data.  
Track and monitor marketing campaign effectiveness per site, region, or by product.

## Reporting Output



Generate market reports on-the-fly for further analysis and collaboration.  
Share with colleagues with popular file formats: HTML, PDF, Excel, Word