

Sample City Ranking Report

*This is a sample report meant to give customers
an understanding of what kind of information
City Ranking Studies include.*

Who is getchee?

getchee is the only provider of turnkey geospatial solutions for retail and bank distribution planning and management across Asia. We've helped brands grow and thrive in emerging economies for the past 10 years.

getchee has extensive databases of macro-economic, demographic and retail point data sourced from government statistics yearbooks, market and industry association reports and our own research. All data used in a getchee study is updated to the most recently available date and quality controlled. getchee data covers over 2,000 cities in China and all other countries in the Asia-Pacific market as well as India.



Project Objectives

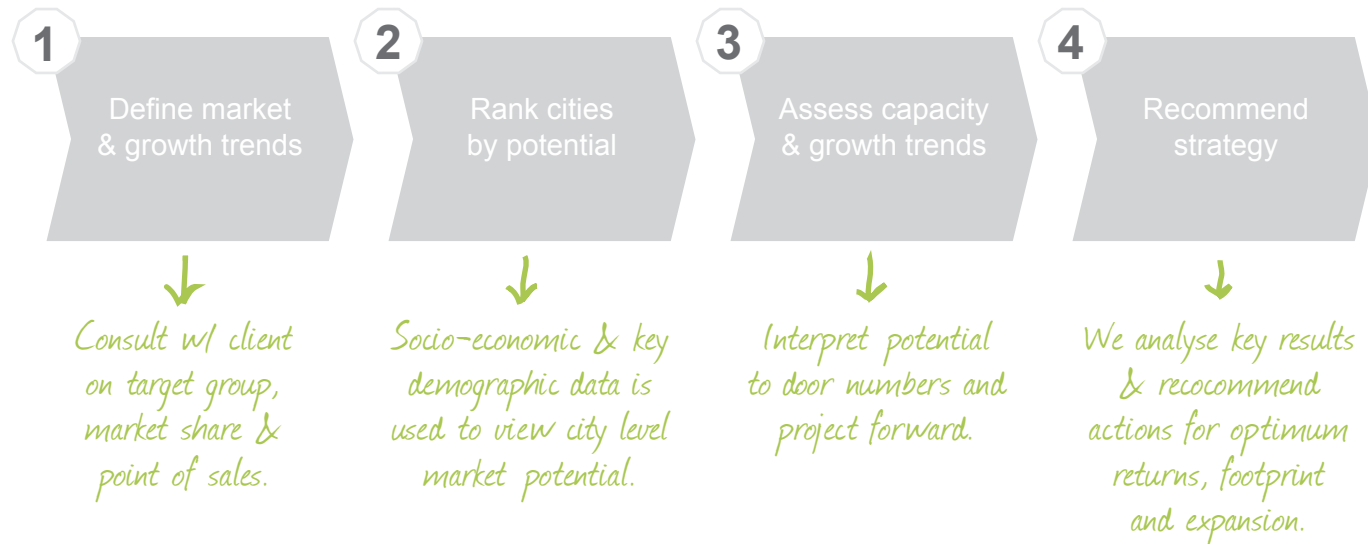
Key objectives:

1. Estimate market potential for target brand, project number of doors needed to optimize market coverage over 3 to 5 years.
2. Assess current city level penetration, and prioritize which cities should be targeted for expansion in the near-term
3. Assess door footprint changes that should be made for optimum coverage.
4. Provide data, tools, and analytic approach for future distribution planning.



Objectives represent the true value of a getchee report. These are customized based on individual client needs

Project Workflow



Concepts and Definitions

Market Holding Capacity (MHC)

Projected total size of the retail market based on target group size and expenditure

Net Potential

Share of MHC after applying competitor impact (market share)

Socio-Commercial Index

An indicator used to rank cities based on their market potential for the target brand

Door Productivity

Sales per door

Door Gap

The difference between the optimal door count per city and the current door count

MHC Gap

The difference between the total market size of an area and the actual sell-thru in that area

Sell-thru

Revenue at the retail point of sale, including department store commissions, etc.

Sell-in

Wholesale value before retail mark-up



We use these concepts throughout our reports to clarify the target market in detail.

Market Capacity & Growth

Market Sizing

getchee calculates the size of a brand's market by identifying the target demographic share and their expenditure on the brands items. The market share calculation is established as part of the consulting process.

MHC Comparison

Identify strategic business scenarios & compare the calculated net MHC to estimate the ideal number of doors for the optimal market coverage.

MHC Growth Trends

A brand's market share growth rate is established through macro-economic data and store sell-through data.

Growth in Net Market Potential

Forecast growth to plan door opening strategy & capacity in the coming years.

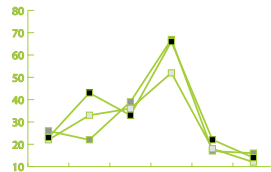
Optimal Door Count

Categorize the markets by city & tier to identify the door count for maximum coverage. Understand where the most potential exists for new door openings.



Current Market Status

Action ↘

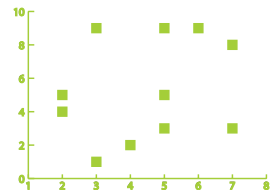


Current Sales Overview

Categorize sales per region, tier or channel & compare to penetration rates or door gap

Result ↘

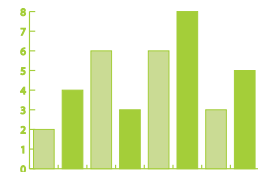
= Identify macro-level opportunities for network planning discussions



Which cities make up most of your sales?

Identify markets with high performance & locate cities with MHC gap for strategic expansion

= Potential for moves? Understanding of city level?



Your Brand vs. Competitor

Benchmark your brand against your competitor's current cities, regions & tiers

= Find opportunities & understand the impact of competitors on your market

Regional Gap Potential

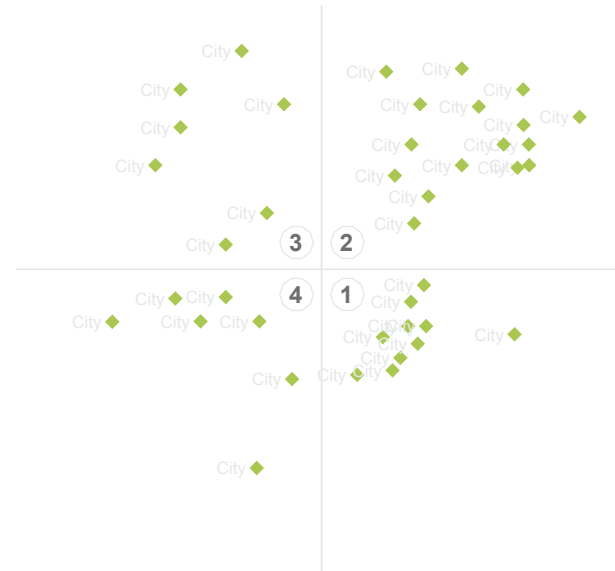
Mapped Areas of Potential

Identify city clusters to maximize inner trend potential



Priority Focus

New recommendations on required store actions



1

Very mature with highest retail penetration.
Maintain

2

Top cities with infinite gap potential.
Aggressively open & support sales

3

Cities with high gap potential.
Open & drive sales.

4

Cities with low sales but good MHC.
Activate sales

Summary Conclusions

1. Quick win opportunities in several untapped cities:

Cities would be identified in report using a series of detailed maps

2. Over next 5 years growth will continue to be concentrated in the following cities:

Reports will highlight cities w/ most potential for future expansion

3. Brand presence “foundation building” needs to occur at the suggested rate:

GCS can recommend actions for brand development in key areas

4. Focus on suggested targets and the following cities which study has shown exceptional and continual growth:

Reports provide clients with ranking of cities for immediate action with high potential and other footprint changes

Our summary of conclusions will give you the key recommendations we concluded during the study.





Learn more about what a custom
City Ranking Study can do for you.

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