

Wuhan Case Study for Shanghai Seminar 2010

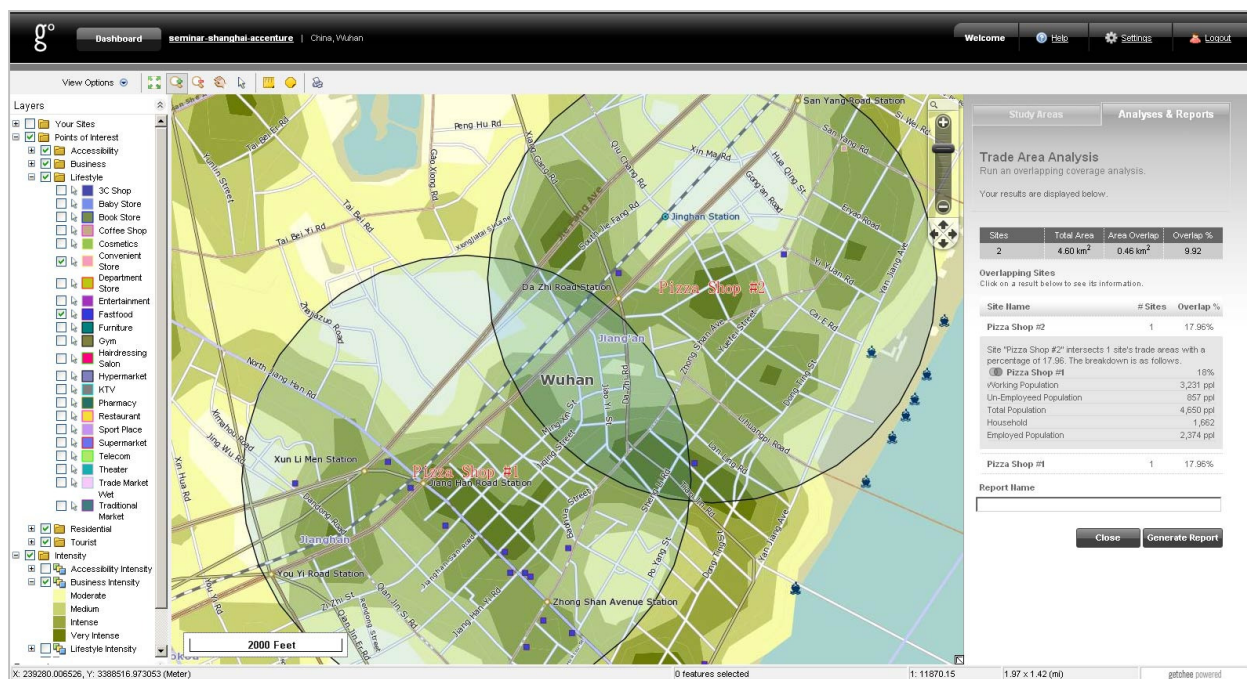
Trade area analysis of two potential pizza shops

Dilemma

Intense competition for retail space in China's lower tier cities means company strategists need every tool available to them to stay ahead of rivals. With a dearth of local market intelligence, how can a fictitious pizza restaurant chain choose the location with the most market potential?

Solution

The China Development manager implementing the pizza restaurant chain expansion strategy can run a trade area analysis of two potential locations.



The trade area analysis of the two potential locations includes two different points of interests, convenience stores and fast food shops. The two potential sites and all the points of interests are also shown in relation to the surrounding business intensities. The China Development Manager for the pizza restaurant chain can run reports on each trade area to identify the number of households and different populations in a radius of 600m around each potential site.

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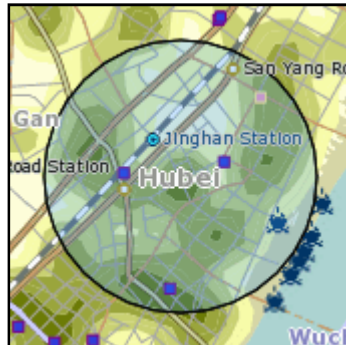
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Site 1



Demographics	Figures
Household	11,672
Working Population	22,535
Employed Population	16,560
Total Population	32,433
Unemployed Population	5,975

Site 2



Demographics	Figures
Household	8,680
Working Population	16,895
Employed Population	12,416
Total Population	24,318
Unemployed Population	4,479

This analysis helps determine market potential as well as cannibalization rates.

Email philip.tomlin@getchee.com to register for our seminar at Accenture's Shanghai facilities.