

Sample Greenfield Market Report

*This is a sample report meant to give customers
an understanding of what kind of information
Greenfield Market 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 in house 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.



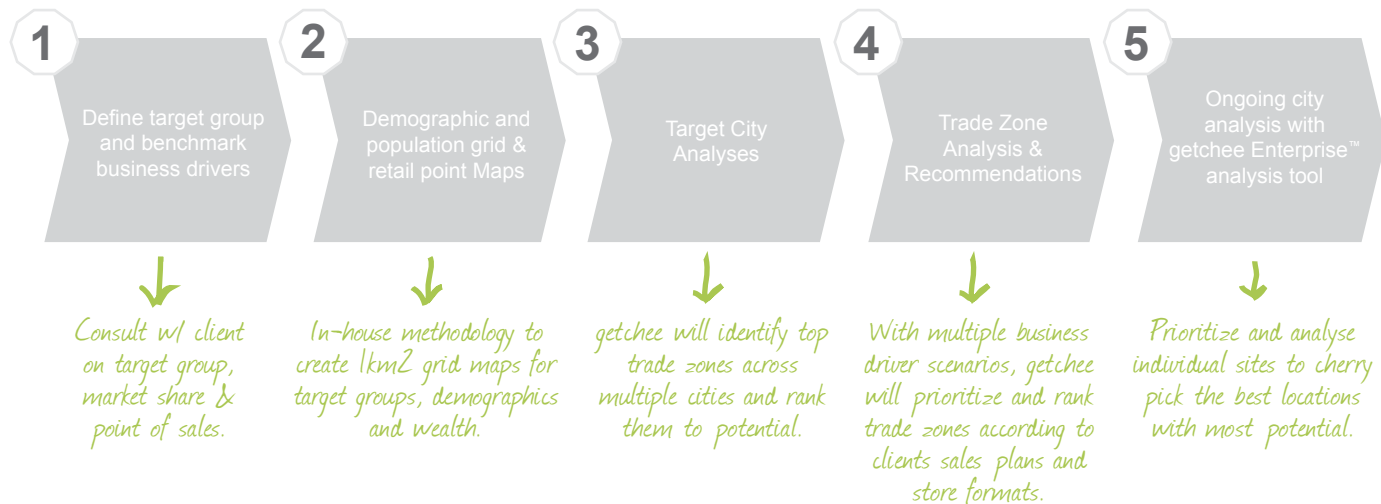
Project Objectives

1. Distribute target demographics and populations to 1km2 grids at a city level.
2. Distribute wealth levels and income brackets to 1km2 grids at a city level.
3. Map retail point and business drivers across target cities.
4. Identify and prioritize key trade zones across multiple cities.
5. Continued city-wide analysis with getchee Enterprise, our web-based site analysis tool.



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

Project Workflow



Assumptions & City Overview

City Overview

Economic Index	Shanghai	% of State
Population (Current Year)	18,003,205.00	9%
Household Size	670,330.00	9%
Average members per HH	3.5	
Total Car Ownerships	612,474.00	11%
Car Ownership Per 100 HH's	91.37	
Total Motorcycle Ownerships	1,057,543.00	9%
Motorcycle Ownership Per 100 HH's	157.76	
Annual HH Income	1,146,079.00	107%
Annual HH Income Per Capita	327,451.14	102%
Disp. HH Income	940,942.25	106%
Annual HH Clothing Exp. / per Capita	95,123.00	108%
Annual HH F&B Exp. /per Capita	88,217.00	87%

Using macro & socio economic data from government resources getchee provides city overview for comparison of key population segments and spending criteria



Assumptions & City Overview

Assumptions

Target Customer Breakdown

Age Group Segments	15-20, 20-25, 25-30, 30-35
Gender	Male and Female
Annual Income Brackets (RMB)	36k-47.9k, 48k-59.9k, > 60k

Target Customer Description

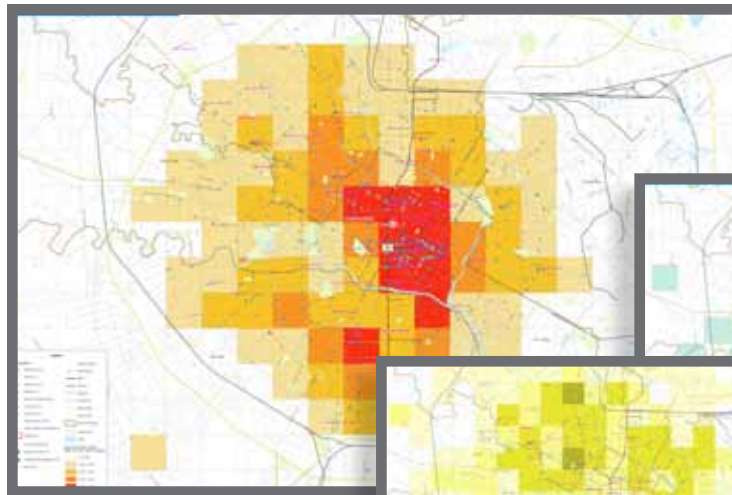
Target customers are young white-collar professionals who are employed in government or MNC offices who lead a trend and fashion orientated lifestyle. Additional target customer attributes are higher income brackets, at least 36k per year.

Together with The Client, getchee will identify target demographics for the city analysis. Using unique assumptions and business scenarios for each client, a getchee tailored analysis matches each client's individual business metrics



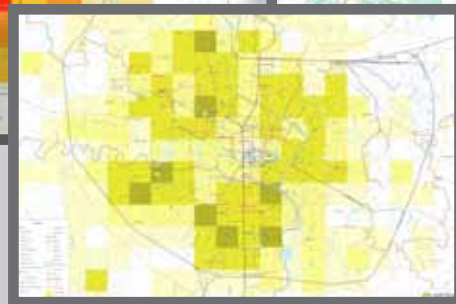
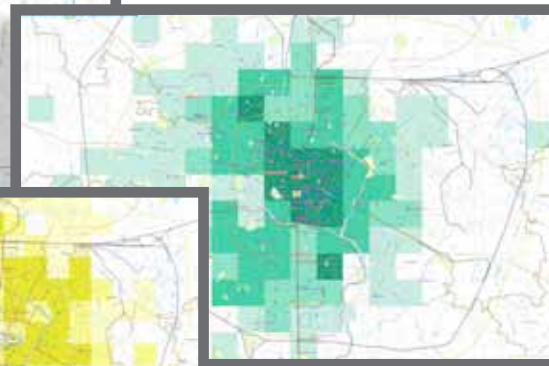
Demographic Distributions

With *getchee* in-house developed methodologies, population segments and target groups can be distributed down to 1km² grids



← daytime working population

← population income level RMB 48,000 - 59,999



← age population 30-39yrs

Trade Zone Definitions & Recommendations

getchee identifies trade zones in key cities based on assumptions and definitions agreed in the first stages. Using the 1km² grid maps, *getchee* identifies a cluster of grids which continuously and contiguously show high density of target groups and business drivers. Using trade area inventories and different business scenarios, *getchee* can rank and prioritize trade zones across multiple cities for brands to enter the best trade zones first



getchee Enterprise Access:

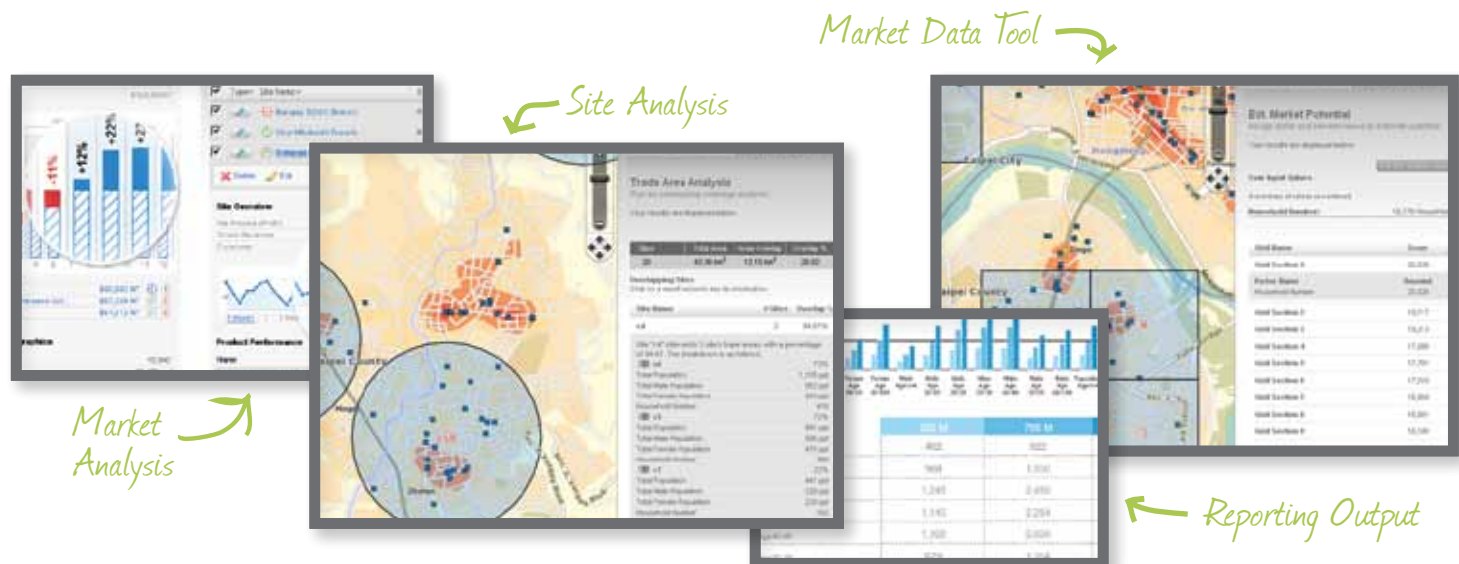
getchee Enterprise™ is a web-based software for network planning, management, and data visualization.

What can I do with *getchee* Enterprise™?

- + Run Trade Area Analyses
- + Analyse and Rank Specific Sites
- + View Standardized Demographic Distributions
- + View City Wide Benchmarks Brands

What does *getchee* Enterprise™ help me do?

- + Create Standardized Reports
- + Cherry-Pick the Best Sites
- + Estimate Market Potential
- + Create SOP's for Site Selection



Summary Conclusions

1. Macro & Socio-Economic Overview & Comparison of Target Cities

City Summaries provide like-for-like comparison of key economic and spending criteria

2. Demographic, Wealth and Retail Landscape Maps of Target Cities:

1km² grid maps provide city wide distribution of target groups and retail landscape for a better understanding and comparison of target cities

3. Trade Zone Definitions, Comparisons and Rankings:

Using unique business driver scenarios to match individual client needs, getchee provides insightful trade zone analyses and rankings.

4. Continued City Analysis:

With getchee Enterprise site analysis tool, The Client has ongoing analysis of their target cities to cherry pick the best locations for their doors.



Learn more about what a custom
Greenfield Market Study can do for you.

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