

CASE STUDY

greenfield Market Study for a multi-national CDR with a strong presence in Asia

The Client, a multi-national CDR with an Asia-wide restaurant network, needed to develop the China market and expand their network to the mainland. With the history of CDR's facing serious challenges in their China market entry plans, The Client required an in-depth study of their target city. Working together with getchee, they were able to see the demographic distributions of their target group, daytime working populations and residential population at 1km2 grids and also the retail landscape. With getchee Enterprise™, an online site-analysis tool, the client could continually analyze the city and select the ideal location for their first store.

- CLIENT -

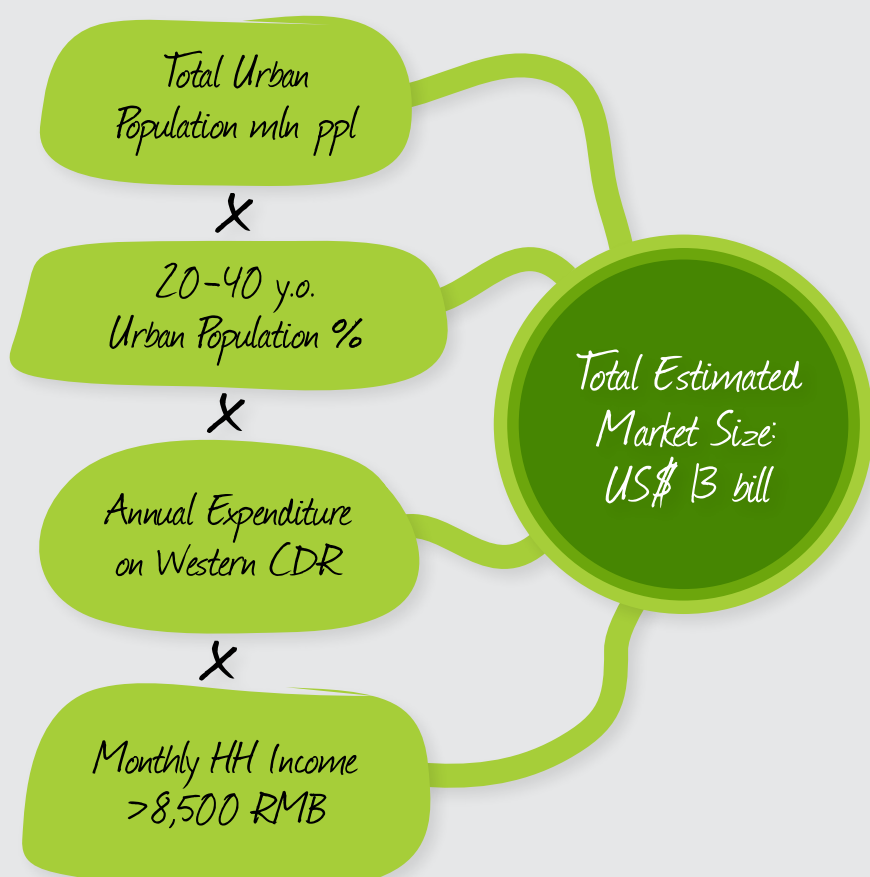
A well known International CDR with an Asia wide restaurant network.

- SOLUTION -

In-depth city study with identification and prioritization of top city wide trade zones

- BENEFIT -

Knowledge of key demographic distributions and ongoing city analysis with getchee Enterprise



THE CHALLENGE

With China's burgeoning middle class seeking out new dining experiences with their new found wealth, western food retailers are looking at China as a key market for international expansion. The simple model on the left shows that China has the population and wealth levels to drive the market into the ballpark of the US casual dining market (est. at \$35-billion). With demographic and wealth distribution so fluid in China's booming cities, The Client faced the challenge of identifying key retail and population hotspots in their target cities which could support a western CDR network.

THE SOLUTION ★★★★★

getchee performed an in-depth greenfield market study to assist The Client with their market entry strategy into their target city. Using government statistics, research and in-house methodologies, getchee identified and ranked the top trade zones in the target city and analyzed them according to different business driver scenarios. getchee distributed populations and key demographics to 1km² grids across the city to identify population and wealth hotspots which indicate potential for high value trade zones. Furthermore, by mapping retail and business driver points such as shopping malls, 4&5 star hotels and competitor doors, getchee generated a city wide retail landscape for The Client to estimate potential in each trade zone. With getchee Enterprise™ site analysis tool, The Client has access to an ongoing city analysis and can compare and select the most ideal locations for their first restaurant, giving them negotiation leverage over real estate brokers.



getchee identified five key trade zones in The Client's target city and recommended two trade zones with different business driver scenarios. After delivering recommendations, getchee provided access to getchee Enterprise™ for continued city analysis. The Client analyzed and selected top sites for a door location through the software. The Client leveraged negotiations with real estate brokers and picked the best locations after understanding target demographic numbers and benchmark business drivers.

getchee can help you too. Contact us today.

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