

THIS PPT DESCRIBES THE JOURNEY STEPS FOR  
CATCHMENTS ANALYSIS

We understand you like to  
conduct a catchments  
analysis.

Please choose the city and  
the mall

Proceed

## STEP 2

Select a city from the dropdown below

Select City ▼

- 1. Dubai
- 2. Abu Dhabi
- 3. Bahrain
- 4. Beirut
- 5. Jeddah

(Lets say user selects Dubai)



Go back

Proceed to select the mall

## STEP 3

Select a mall from the dropdown below

Select Mall ▼

- 1.ABC
- 2.XYZ
- 3.ABC1
- 4.XYZ1

(Lets say user selects ABC mall)



Go back

Proceed to see catchments

## STEP 4



a map will be displayed here with  
catchment zones highlighted.

Download the map as [jpeg](#), [png](#), [pdf](#)



Go back

Proceed to see catchments

# STEP 5

Following are the catchment zones listed in descending order of the area covered

## Catchments



Zone 1

100 %



Zone 2

75 %



Zone 3

49 %



Zone 4

20%

(Lets say user selects zone1)



Go back

Proceed to see market size

Proceed to demographic data

With the selected city and the zones  
the user will be taken to the  
demographic web page or market  
size web page as per his/her choice.  
All the selections except city and  
zones will be made by him/her on  
the page.