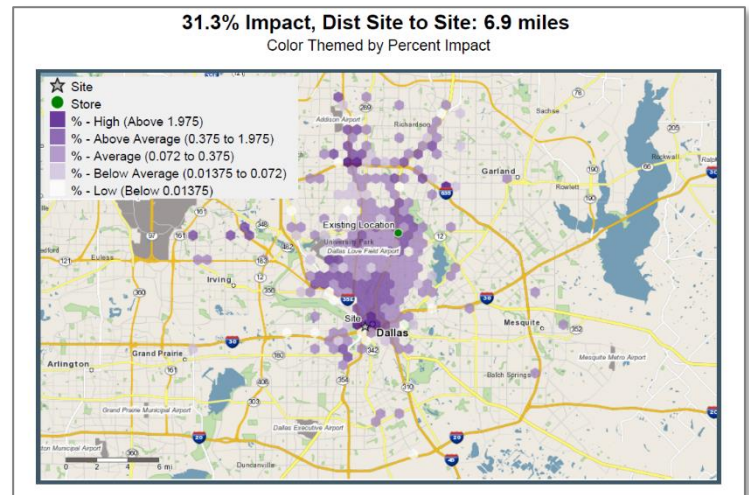


## NEW STORE IMPACT/STORE CLOSURE APP (CANNIBALIZATION)

### ABOUT THE APP:

- DETERMINE THE IMPACT (CANNIBALIZATION) THAT ADDING A NEW LOCATION OR CLOSING A LOCATION HAS ON YOUR EXISTING LOCATION(S). THIS APP'S METHODOLOGY ONLY UTILIZES MOBILITY DATA AND DOES NOT TAKE INTO CONSIDERATION ANY SALES OR CUSTOMER DATA.
- INPUT: EXISTING LOCATION(S) – STORE ADDRESS FILE OR POINT ON A MAP; POTENTIAL LOCATION/STORE TO CLOSE – POINT ON A MAP OR ADDRESS; TRADE AREA (MILES)
- OUTPUT: LIKELY IMPACT % AND HONEYCOMB VISUALIZATION



### TYPICAL USERS:

- INDUSTRIES – RETAILERS, RESTAURANTS, FRANCHISORS, FRANCHISEES, REAL ESTATE/BROKER ORGANIZATIONS
- USER ROLES – REAL ESTATE DEVELOPER, REAL ESTATE BROKER, C-LEVEL, FINANCE, STRATEGY

### APPS USERS ALSO BOUGHT:

- CUSTOMER PROFILE
- RANK REPORT
- SITE SCORE

### PRICE:

\$1,000/REPORT

