

## Getting the Most from Your WizeAdvantage Package

### INTRODUCTION

For years the nation's large retailers such as Target, Walmart, Walgreens, Starbucks, and MacDonald's have had a secret competitive weapon. They have used geospatial information and analysis to gain a huge competitive advantage and actually drive their competition out of business. Their sheer size allowed them to afford the high cost of running a Geospatial Information Services (GIS) department. The cost of these GIS departments can easily range from \$100,000 to several million dollars a year. This high cost of acquiring a GIS capability has prevented small businesses from utilizing valuable GIS data in supporting critical business decisions and guiding marketing and sales efforts.

Now, thanks to the online subscription services provided by ESRI, the small business focus of GeoWize, and the guidance of the Economic Gardening movement, the GIS secret weapon is now available to you at a very affordable price.

### OVERVIEW

The WizeAdvantage package has been specifically designed for small businesses to use in determining if a potential site will be a successful location for their business, or if they would be destined to failure in that location. The package can also assist an established business in understanding the demographic makeup, spending patterns and behavior of the customers in their trade area.

### SITE MAP

The Site Map provides a printed PDF of your site with 1, 3, & 5-mile trade areas on top of a street map background. This will help you to visualize the areas that the data in the following reports covers.

### DEMOGRAPHIC & INCOME PROFILE

This report summarizes Census 2000, current-year estimates, and five-year forecasts of household data to reveal trends in demographics and income. Demographic variables illustrated with bar and pie charts help you quickly analyze the demographics of trade areas to forecast market growth.

### TAPESTRY SEGMENTATION PROFILE

Tapestry reports provide powerful information to better tailor your messages to America's diverse consumer markets, identify your best markets, reach those markets more effectively, and define the products and services preferred by your customers. This report compares the top Tapestry segments in your area, ranked by household percentage, to their national counterparts. The report also includes data for 12 LifeMode summary groups (groups with similar consumption and demographic patterns) and 11 Urbanization summary groups (groups with similar density).

#### Use this report to help:

- Define market penetration
- Compare local markets to their national counterparts
- Identify opportunities
- Discover untapped potential
- Target your best customers and prospects by geography

The 65 market segments of the Community Tapestry segmentation system classify U.S. neighborhoods based on their socioeconomic and demographic composition.

**Segments are combined to identify:**

- 12 LifeMode summary groups with similar consumption and demographic patterns
- 11 Urbanization summary groups with similar density

***Put Tapestry to Work for You & Your Business***

Tapestry is built with proven methodology established over 30 years.

Tapestry helps reveal your customers and your markets, enabling you to find more like them.

**Use Tapestry to:**

- Evaluate current and potential sites
- Target direct mail campaigns
- Use customer preferences in developing new products
- Expand sales territories
- Plan media campaigns
- Target advertising by segment

**RETAIL GOODS & SERVICES EXPENDITURES**

Quickly identify the total dollar amount per household spent on retail goods and services and compare the amount spent for a product or service in your area to the U.S. average. Based on annualized data from the Consumer Expenditure Survey, the CEX report line identifies the consumer dollar potential available to be spent for various retail categories. These reports include the total dollar amount spent, average amount spent per household, and the Spending Potential index, which measures the amount spent for a product or service in your area compared to the U.S. average.

The report shows the total dollar amount per household spent on retail goods and services categorized by apparel, computer, food, finance, health, and insurance. A potential spending index (SPI) compares the amount spent for a product or service in your area to the U.S. average. Retailers can quickly identify and compare national and local customer preferences.

**RETAIL MARKETPLACE PROFILE**

Identify market opportunities using this supply and demand view of the trade area by specific industries. Businesses that successfully understand and respond to growing consumer demands must know where to find area demand for their products and services. The Retail MarketPlace database, designed to help retailers analyze retail sales generated in a given area, shows if customers are traveling outside the area to shop and highlights retail sectors that represent the area's biggest demand. Capitalizing on this information, retailers can make smarter decisions about site selection, product offerings, and more.

Understand the scope of retail activity in your market area. The Retail MarketPlace Profile displays the retail sales and retail potential dollar amounts; the leakage/surplus factor, which measures the gap between supply and demand; and the number of businesses in the industry. Use the data in this report to evaluate the potential of future sites, determine if customers are traveling outside the area to shop, and plan marketing/advertising campaigns.

## **BUSINESS SUMMARY**

Determine the number of businesses and employees in your area and compare its daytime population to its residential population. Information in this report identifies the number of businesses and the number of employees per industry group in a market. The Business Summary also compares the daytime population of the area to the residential population. Knowing where people live and work in your market is vital in deciding where to locate businesses and services such as new bank branches, ATMs, restaurants, and hotels.

## **DOMINANT TAPESTRY SITE MAP**

The Dominant Tapestry Segment Map is based on ESRI's Tapestry Segmentation and displays the primary market segment for a specific area. Tapestry Segmentation classifies U.S. residential neighborhoods into 65 distinctive market segments based on demographic and socioeconomic characteristics. The dominant segments are represented on the map by segment number. Geography is color-coded by one of Tapestry's 12 LifeMode Summary Groups that are based on lifestyles and lifestage.

### **For further information, contact:**

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