



Case Study

Organization:

Leading retailer

Location:

Mumbai, India

Industry:

Retail

Mapping of customers by retailers for new site selection, maximizing footfalls and sales

The client is a multinational grocery and general merchandise retailer and it has stores in over 10 countries across continents. It is one of the largest retailer in the world measured by profits and by revenues. The company had increased its focus on technology and investment towards online retailing and was planning to roll out more grocery stores across Asia market. In India, it was one of the first foreign companies to set up a chain of supermarkets and faced a lot of supply chain management challenges. It was also facing some tough competition from the local players.

How Did MapmyIndia Help the Organization?

The client had a large number of stores located across Mumbai and was planning to open more stores across the city / country. They wanted to understand which areas had a good market potential and which would be best areas to open new outlets. Here, MapmyIndia stepped in and proposed a solution to their problem by supplying enhanced datasets and field surveys. Client leveraged upon these one-of-a-kind datasets and took long term strategic decisions on locations of stores.

The client provides its members with membership cards and awards them loyalty points on purchases. MapmyIndia geo-coded the entire customer addresses of customers who had loyalty points. These records were then mapped against all retail stores in the city develop location analytics.

This analysis gave a clear picture to the company for each individual store and helped them define their catchment, which helped in competition analysis. The income distribution data was overlaid on the customer data to find out the demographics of the area from where the potential buyers were coming. This allowed them to do the merchandizing of these stores accordingly.

Do I Need This?

The income distribution data plays a vital role in site selection for opening of new stores. India is a unique country as far as purchasing power of a large percentage of its population is concerned where the growth has been exponential in the last few years. Be it in the areas of apparels, cosmetics, shoes, watches, beverages, food, and jewellery which are classified under lifestyle products.

MapmyIndia's market potential analysis can provide valuable insights to companies in the retail sector for better data driven decision making.

For more information, [click here](#)

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