

Cannibalization Analysis

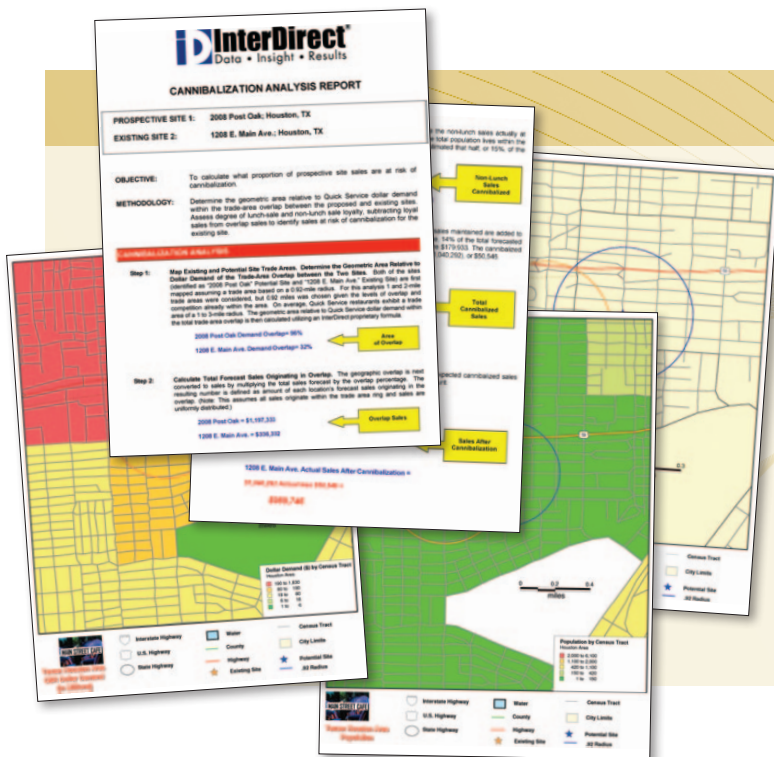
InterDirect MarketFocus™

How will your new location affect the sales of existing locations?

Are you maximizing the sales in your expansion markets?

As you open new locations within an existing market to compete with the competition – you are also competing with your own locations. InterDirect's Cannibalization Analysis helps you to *maximize sales within your market while avoiding cannibalization.*

The Cannibalization Analysis quantifies cannibalization potential and the sales at risk of existing and new locations. InterDirect's proprietary cannibalization report calculates the sales volume of site sales at risk by determining the relative trade area dollar demand overlap. The study may be conducted on two or more existing and prospective locations.



Report Deliverables:

- » Cannibalization Report with Dollar Impact
- » Site Map
- » Population Map
- » Top Target Segments or Consumer Expenditure Map
- » Daytime Employment Map

InterDirect is a research and marketing firm specializing in results-oriented solutions for the retail industry. We are dedicated to providing customized products and services to meet your concept's individual needs.

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