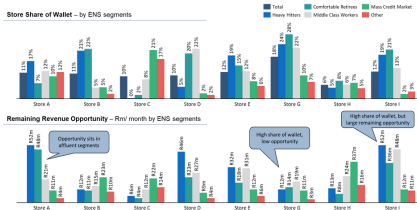




# Case studies – Finding Growth using the Suburb Profiler

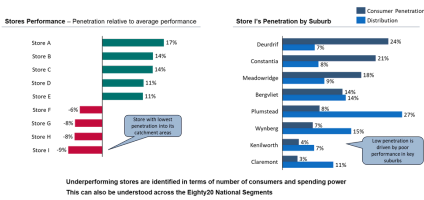
The Suburb Profiler has been used by numerous clients to identify and size revenue growth opportunities. Examples include the following:

## 1. Grow your share of wallet from existing customers



- Understand who your customers are and what they look like
- Determine how much of their spending power is spent with you
- Target segments that are under spending with you

## 2. Grow your customer base in existing stores

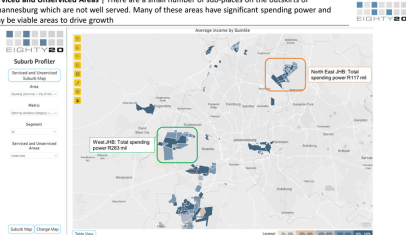


Underperforming stores are identified in terms of number of consumers and spending power. This can also be understood across the Eighty20 National Segments

- Find out where your customers are coming from
- Understand how many customers live in those catchment areas
- Identify which areas have high growth potential and the profile of shoppers in these areas

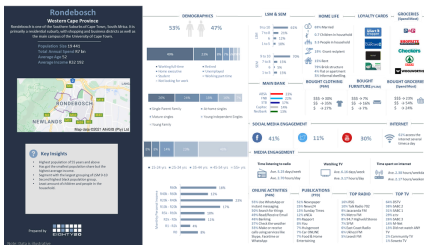
## 3. Grow your footprint in the right areas

**Serviced and Unserved Areas** | There are a small number of sub-plots on the outskirts of Johannesburg which are not well served. Many of these areas have significant spending power and may be viable areas to drive growth



- Find out which areas have customers who match your target market
- Determine how well they are serviced by your current footprint
- Identify the white space, and prioritise new location opportunities based on their potential spending power

## 4. Execute effective location based strategies



- Identify existing or new areas of potential growth
- Develop detailed portraits of these catchment areas
- Execute location based strategies that allow for the characteristics and behaviours of customers living in those areas