

## **CASE STUDY 1**

**Trade Area  
Demographic Study**

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**What are the demographic  
characteristics in my area?**

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## Considerations

- Who are the shoppers in my area?
- Who should be my target catchment?
- What is the population size and growth trend in my area?
- What is the purchasing power of my catchment area?

### What We Did



Delineation of trade area boundaries and map generation using GIS tools



Estimation and projection of population size and demographic characteristics (gender / ethnic / age distribution) within trade area



Estimation and projection of household income in trade area and potential retail expenditure

### Enabled Our Client To



Make informed decisions on various site selections



Determine market positioning / target market



Estimate the potential market size

