



770-242-0037  
info@salesmarts.com

# Identifying and Measuring Market and Location Retail Performance Factors Determining Recommended Steps for Improvement

Key Location,  
Customer and  
Performance  
Factors



Retail Location  
A



Performance

Retail Location  
B



Performance

Retail Location  
C



Performance

	Location Factors	Location Factors	Location Factors	Location Factors
Phase 1 Demographic Analysis	Competition	Low	Low	Medium
	Ingress/Egress	Excellent	Fair	Excellent
	Traffic Counts	High	Moderate	Good
	Demographic Mix	Good	Good	Excellent
	Staff -Customer Alignment	Excellent	Needs Improvement	Needs Improvement
Phase 2 Customer Analysis	Customer Demographic Profile	Customer Demographic Profile	Customer Demographic Profile	Customer Demographic Profile
	Age	45-55	35-45	45-55
	Ethnicity	50w/30b/10h	30w/50b/20h	50w/20b/20h
	Income	Medium High	Medium Low	Medium
	Population Density	Good	Poor	Good
	Home Value	Very High	Low	High
	Education	Good	Fair	Good
Blue / White Collar	40%B / 60%W	60%B / 40%W	50%B / 50%W	
Phase 3 Purchasing Demographic Analysis	Purchasing History	Purchasing History	Purchasing History	Purchasing History
	Product Sales	High	Low	Normal
	Accessories	Medium High	High	Low
	Service Plans	High	Low	Moderate
	Features	High	Low	High
	Upgrades	Above Average	Below Average	Above Average
	Churn Rate	2.4	3.8	2.0
Ave Lifetime Term	2.8 years	2.1 years	2.9 years	

Phase 4 Opportunity Analysis	Recommendations	Recommended Action	Recommended Action	Recommended Action
	<ul style="list-style-type: none"> <li>Study and compare all performance aspects</li> <li>Compare results to company goals and objectives</li> <li>Prepare recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Implement upgrade campaign</li> <li>Potential distribution expansion needed in the area</li> </ul>	<ul style="list-style-type: none"> <li>Relocate / close facility or reduce surrounding distribution</li> </ul>	<ul style="list-style-type: none"> <li>Improve staff alignment</li> <li>Optimize merchandizing</li> <li>Implement DM awareness campaign</li> <li>Improve RF coverage</li> </ul>