

# GENI

Good location – better business



**GENI** is a consulting company focusing exclusively on retail and retail related sectors. Services provided by the company comprise state of the art location analysis, catchment area analysis and the consequences thereof: growth / expansion and consolidation, but also restructuring, repositioning and turn-around of single retail locations up to entire retail networks. **GENI** is familiar with all major retail formats (e.g. hypermarkets, supermarkets, discounters, DIY, specialized stores, shopping centers).

**GENI** is also the creator of **MarIS®** (Market Information System), the biggest pan-European retail location database (software + simulation tool). **MarIS®** is unquestionably the most sophisticated software tool of its kind and the market leader amongst professional retail market analyses systems.

## Analytical services provided by GENI

- location analysis / location evaluation
- catchment area analysis
- customer profiling / customer behaviour analysis / in-store surveys
- coordination of market research
- investment advisory
- site search / site selection

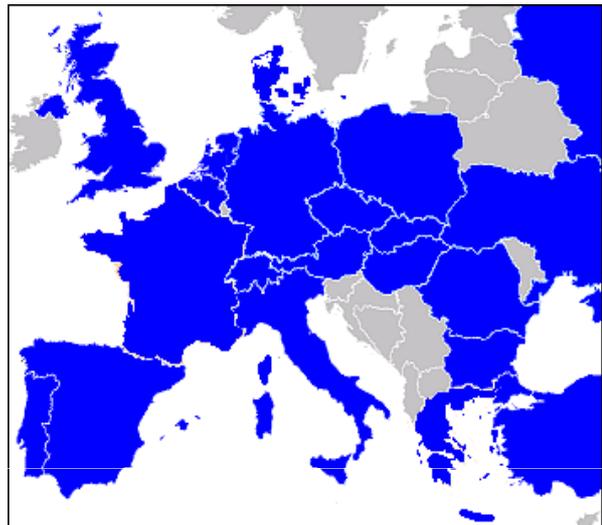
## Analyses for existing and planned locations

Both existing and planned locations can be subjects to our analyses.

On the next pages of this brochure you will find a brief introduction to our analytical products with sample maps.

In order to learn about all possibilities of our system, please contact us and arrange a meeting.

## Country coverage



*GENI services are provided in the countries shaded blue.*

## Highlights

- more than 2.000 analyses made per year
- proven exact turnover predictions
- accurate success / failure anticipation
- amongst our customers there are market leaders out of following branches: FMCG, shopping centers, DIY, fast food and cash&carry

**Please contact our office to obtain additional information and a personalized offer.**

### Contact details

**GENI Polska Sp. z o.o.**  
Warsaw Corporate Center  
ul. Emilii Plater 28  
00-688 Warsaw  
Poland

Tel.: +48 22 636 51 19  
+48 22 636 51 21  
Fax: +48 22 838 67 71

[www.geni.pl](http://www.geni.pl)

Office: [info@geni.pl](mailto:info@geni.pl)  
Analyses Dep.: [analizy@geni.pl](mailto:analizy@geni.pl)

# GENI

## Macro Analysis

**existing** & **planned** locations

A solution for those who – in a very short time – wish to obtain an overview of a competition situation in a given city / region

**What does it take into account?**

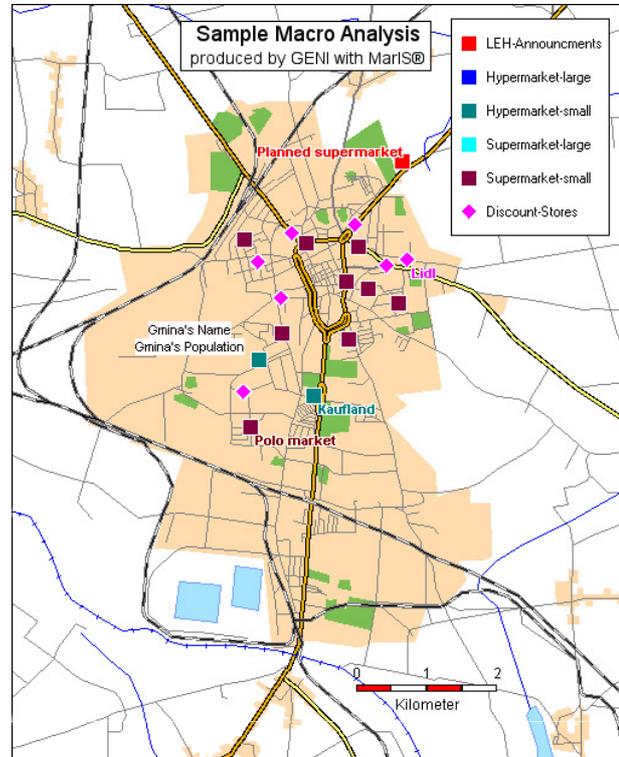
Present situation and simulation of a change in a competition scenario

**What do you get?**

Situation in a city / region competition-wise

**What are the benefits?**

Quick overview of a market, insight into a competition situation



## Time Distance Analysis (Drive Time Analysis)

**existing** & **planned** locations

A solution for those who wish to obtain quick information on a basic potential of an analyzed location

**What does it take into account?**

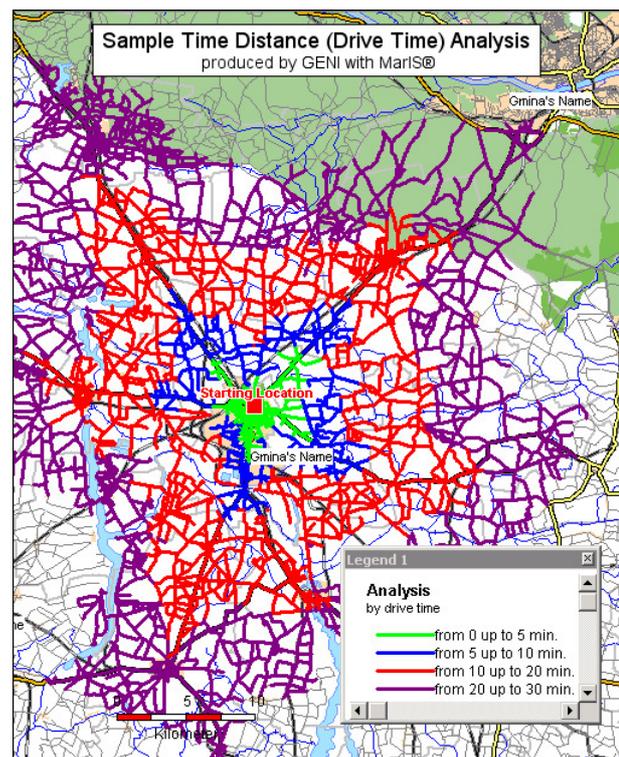
Present situation and simulation of a change in a competition scenario

**What do you get?**

Information how many people can reach a location within given time distance

**What are the benefits?**

Quick information about a basic potential, incl. sociodemographic data

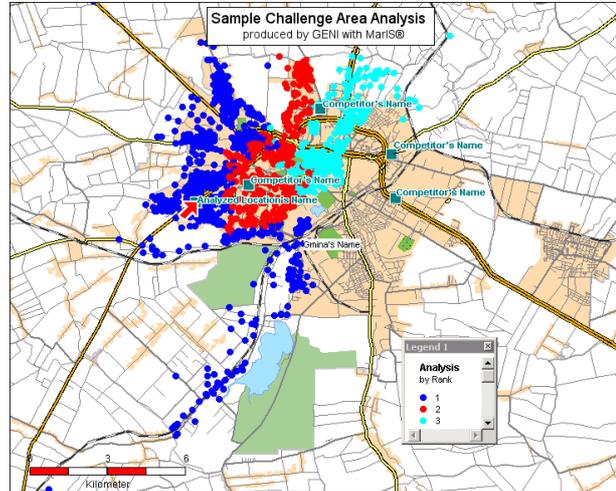


# GENI

## Challenge Area Analysis

**existing** & **planned** locations

A solution for those who wish to obtain an in-depth, complex information on an analyzed location, giving ground to adjust a business concept to a retail potential and different competition situations



### **What does it take into account?**

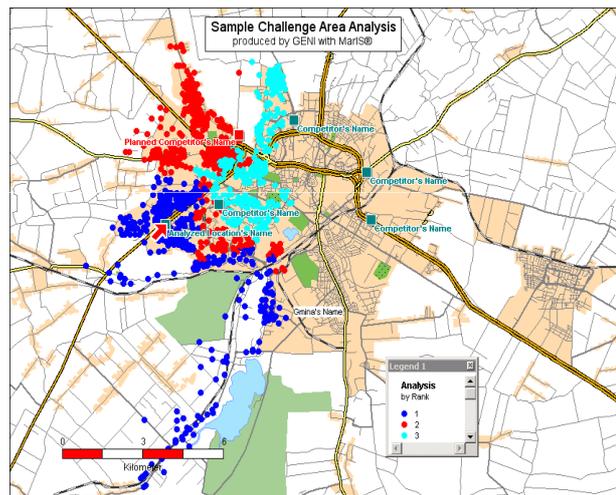
Present situation and simulation of a change in a competition scenario; simulation of different types, sizes, locations of an analyzed object and its competitors

### **What do you get?**

Information for how many people and in which area a location is a number one for shopping, a number two etc., taking into account competition influence

### **What are the benefits?**

A deep insight into a location in focus situation



## Survey

**existing** locations

A solution for those who wish to obtain a complex information on their customers

### **What does it take into account?**

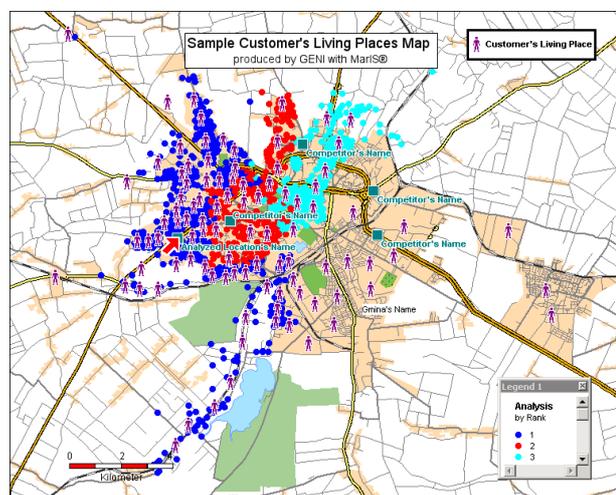
Present situation and simulation of a change in a competition scenario

### **What do you get?**

Information on customers' behavior, their profile (incl. geolocation), crossed with Challenge Area Analysis results

### **What are the benefits?**

Information where turnover is generated and who is a customer of an analyzed location



# GENI

## Turnover / Turnover Change Prognosis

**planned** / **existing** locations

A solution for those who wish to get a reliable turnover prognosis for their planned location / a reliable turnover change prognosis for their existing location e.g. after a change in a competition scenario

### **What does it take into account?**

Present situation and simulation of a change in a competition scenario; simulation of different types, sizes, locations of a analyzed object and its competitors

### **What do you get?**

Prognosis of a turnover / turnover change in different competition scenarios, based only on survey results from a location in focus / other comparable location

### **What are the benefits?**

Success / failure judgement – **planned** locations  
Quantification of a threat of potential competition openings – **existing** locations

## Marketing Products

**existing** & **planned** locations

A solution for those who wish to optimize the marketing campaign (outdoor, leaflet distribution)

### **What does it take into account?**

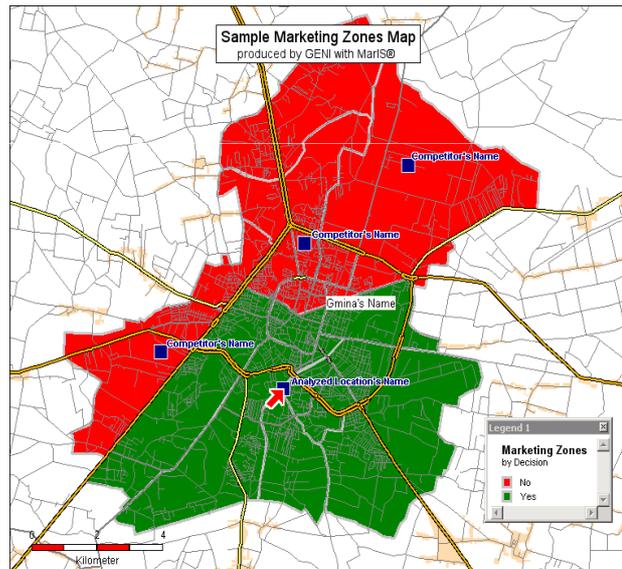
Present situation and simulation of a change in a competition scenario; simulation of different types, sizes, locations of an analyzed object and its competitors

### **What do you get?**

Support of promotional campaigns by pointing optimal marketing zones (also with a number of leaflets); judgment of running campaigns – only **existing** locations

### **What are the benefits?**

Possibility to maximize turnover with cost reduction



## Market Overview Studies

**existing** & **planned** locations

A solution for those who wish to obtain an overview of a particular market in a given country

### **What does it take into account?**

Present situation and simulation of a change in a competition scenario

### **What do you get?**

Overview of competition for a selected branch (e.g. shopping centers / hypermarkets / DIYs) in the whole country – region by region

### **What are the benefits?**

Country overview, especially useful before entering a market