



Location planning made easy

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Retailer Intelligence & Sales Effectiveness

Investing right on a bricks and mortar location is critical to your long-term success.

RISE is the revolutionary locational data tool used by property, operations, marketing, finance and insight teams alike to build a holistic estate planning strategy that wins.

- Identify the most profitable locations for new openings
- Benchmark against your local competition
- Pinpoint your ideal local consumer and how they eat, drink and play
- Decide where to expand based on your success metrics

1





Why choose RISE?

Unlock the phenomenal power of data

Don't make investments based on hunches or anecdotal evidence. RISE brings objectivity and transparency into your decision-making so you stay one step ahead of the competition.

RISE can also seamlessly integrate with any number of data sources, including:

- ▲ Sales, **EPOS**, pricing and existing locational data
 - ▲ Customer relationship management (CRM) systems
 - ▲ Third-party data
 - ▲ CGA's own proprietary data
- 



Access the most comprehensive outlet database in the UK—anytime, anywhere.

Regularly fed and updated by over half a million pieces of individual data per year, our Outlet Index is the engine powering RISE and is the UK's most accurate and **up-to-date outlet** database.

Shed light on how and why locations perform as they do.



Our anonymised sales data is used to analyse spend by outlet, narrowed down by how it varies by consumer type and across key food and drink categories. This gives you a more granular view into factors such as footfall, pricing, ranging, spend, turnover and profitability.

Leverage location and bring geotargeted marketing to life.

Our proprietary **MATCH** consumer segmentation embeds powerful insight into consumer behaviour attitudes and spending habits, identifying how people eat, drink and play within different local markets.



How it works

RISE allows you to profile new and existing locations based on any criteria. Data output covering consumer demographics, behavioural profile, competition, sales performance, pricing and much more equips you with a complete view of the market and helps you make decisions with a hyperlocal mindset.

Step 1: Select your desired target or catchment area

Whether you want to focus on broad regions of Great Britain or go down to a post-code level, your target area can be easily customised to focus on the precise catchment you want to capture.

Step 2: Compare your target area to the wider market

With the same criteria options available in step one, you can define what your wider market looks like – whether it's as broad as TV region or as narrow as within 500 metres of your existing estate.

Step 3: Build your location planning strategy

With this 360 degree view customised to your needs, you now have the insights to make intelligent investment decisions at a local level.





Snapshot report



1. Consumer demographics profile



2. Out-of-home behavioural profile



3. Competition



4. Sales & Pricing

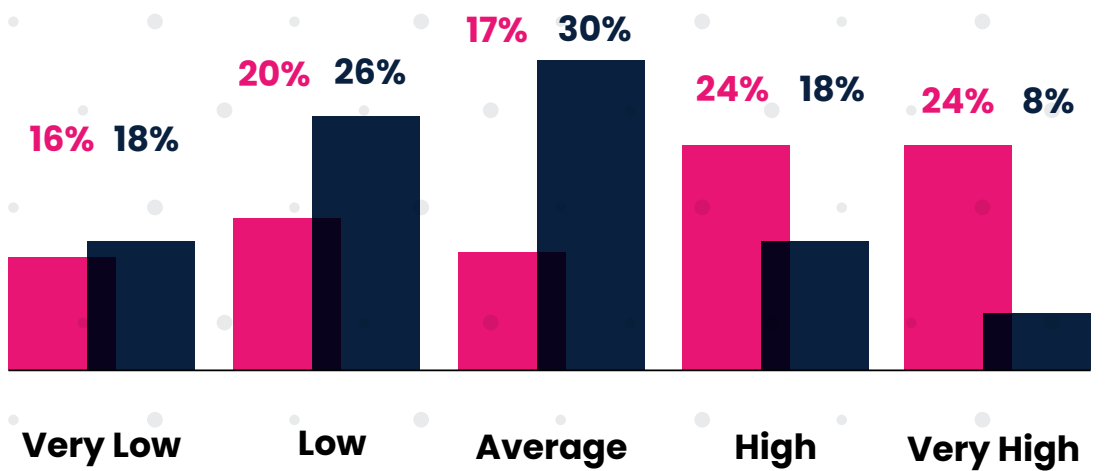


5. Additional market information



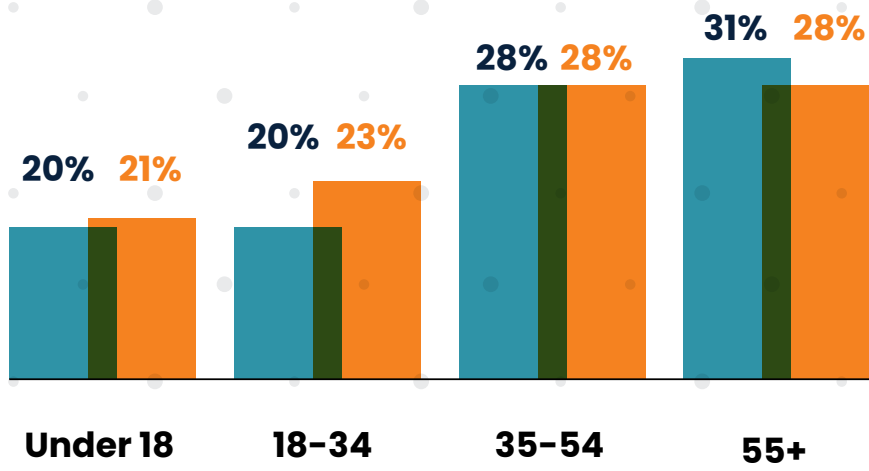
1. Consumer demographics profile

Resident Affluence Level – Your Location vs Comparison Location



Comparison location ■ Your location ■

Resident Age profile – Your Location vs Comparison Location



Comparison location ■ Your location ■

Resident population

Your location

1,025,880

Comparison Location

61,347,695

Worker / resident ratio

Your location

53%

Comparison Location

50%

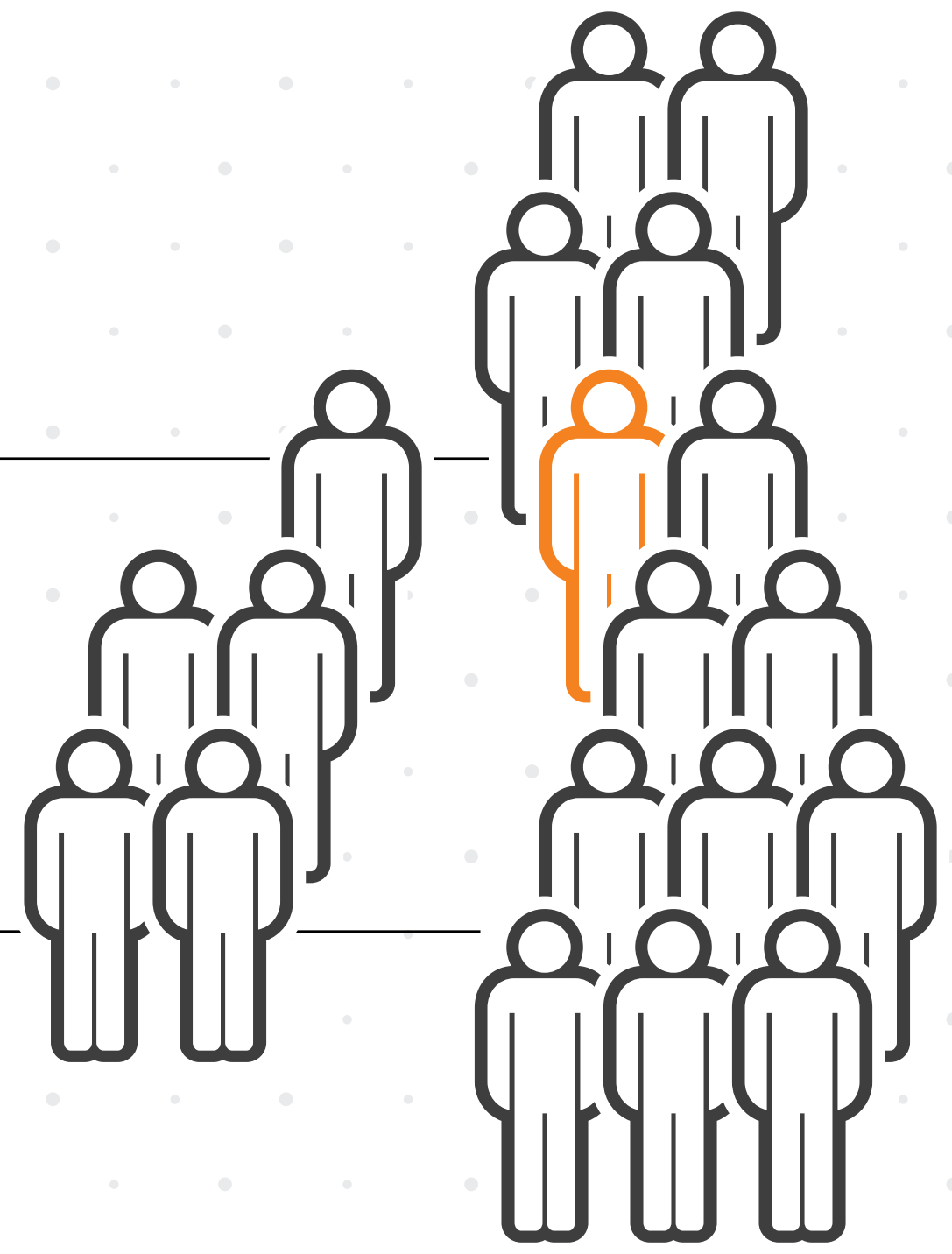
Number of workers

Your location

540,134

Comparison Location

30,392,253



2. Out-of-home behavioural profile



1



Confident Conformists



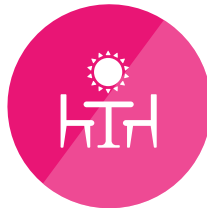
Comfortable Sceptics



Mainstream Minded



Cost Conscious Champions



Carefree Dolce Vitas



Family Pitstoppers



Trending Tastemakers



Steadfast Sippers



Sparkling Socialisers



Business Class Seekers

Your Location

16.1%

10.6%

10.7%

8.2%

6.3%

5.9%

15.2%

3.9%

12.0%

11.1%

Group size ranking

1

6

5

7

8

9

2

10

3

4

Your Location vs Comparison Location

0.8%

-3.4%

0.5%

-4.4%

-0.9%

-1.5%

5.7%

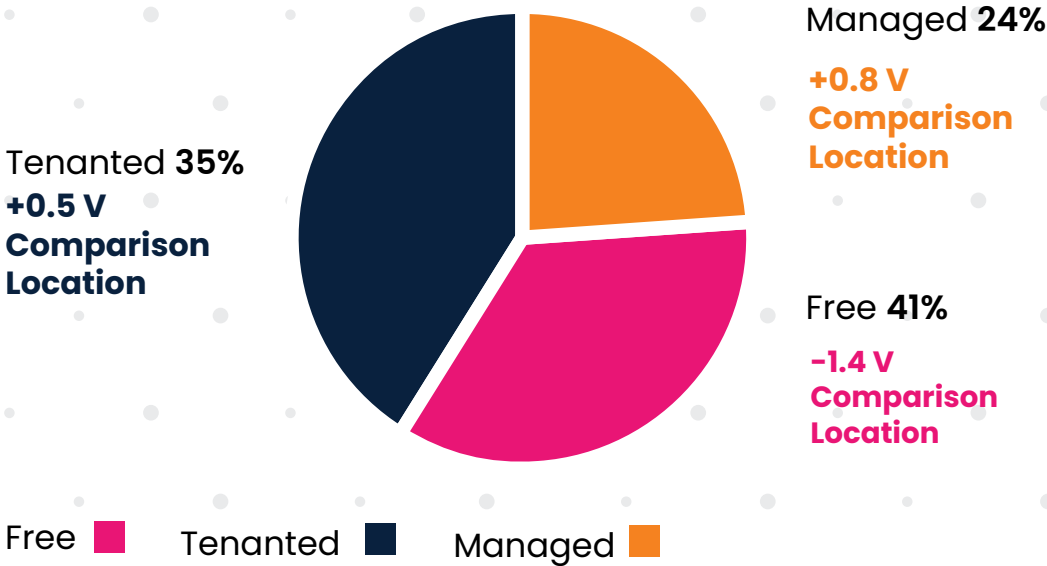
-2.8%

3.6%

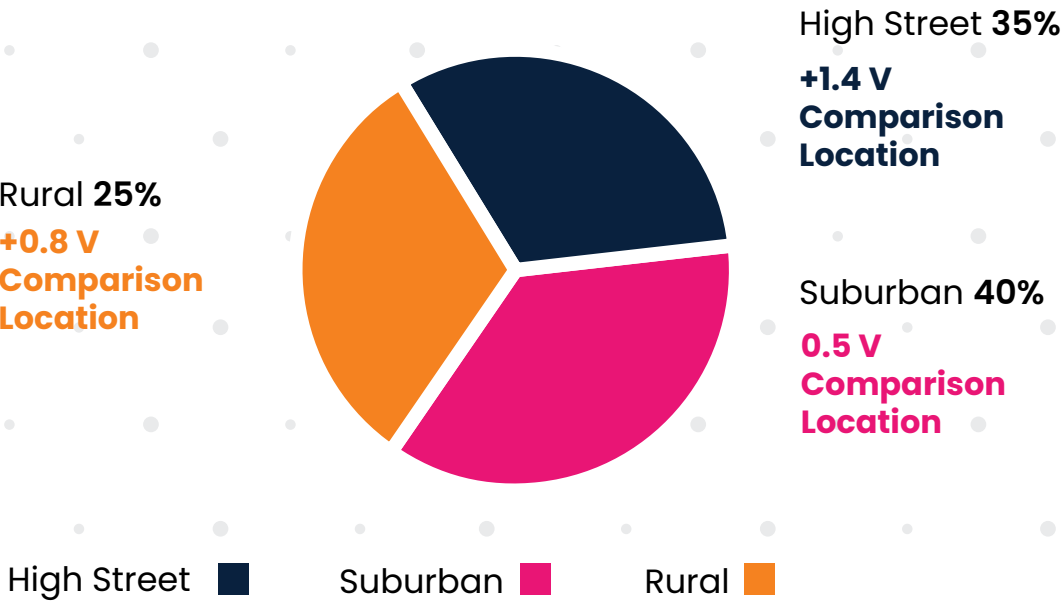
2.4%

3. Competition

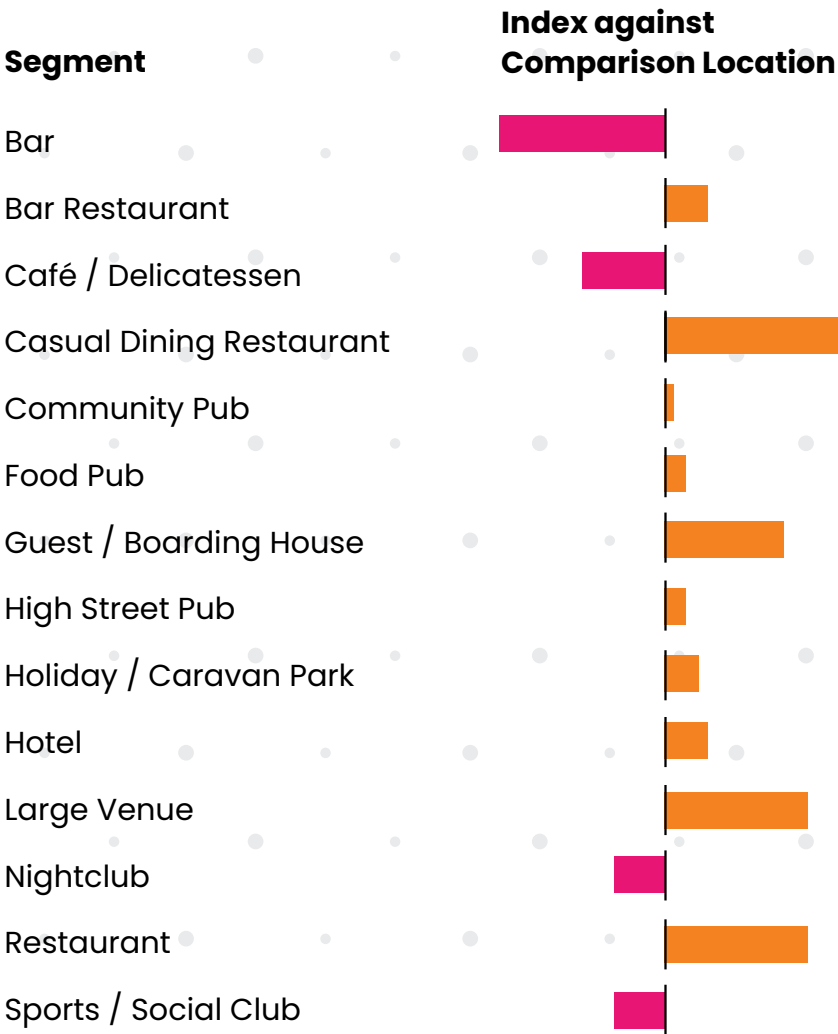
Tenure split



Location type split



Segment	Target Area %
Bar	13.43
Bar Restaurant	1.55
Café / Delicatessen	13.79
Casual Dining Restaurant	5.14
Community Pub	35.21
Food Pub	5.33
Guest / Boarding House	2.45
High Street Pub	1.41
Holiday / Caravan Park	1.02
Hotel	3.35
Large Venue	2.92
Nightclub	1.94
Restaurant	10.52
Sports / Social Club	1.94



Proportion of branded outlets: Your location vs comparison location

Your location has 1% less branded outlets than comparison location average

Less branded outlets than avg.

More branded outlets than avg.

Proportion of Premium outlets: Your location vs comparison location

Your location has 18% more premium outlets than comparison location average

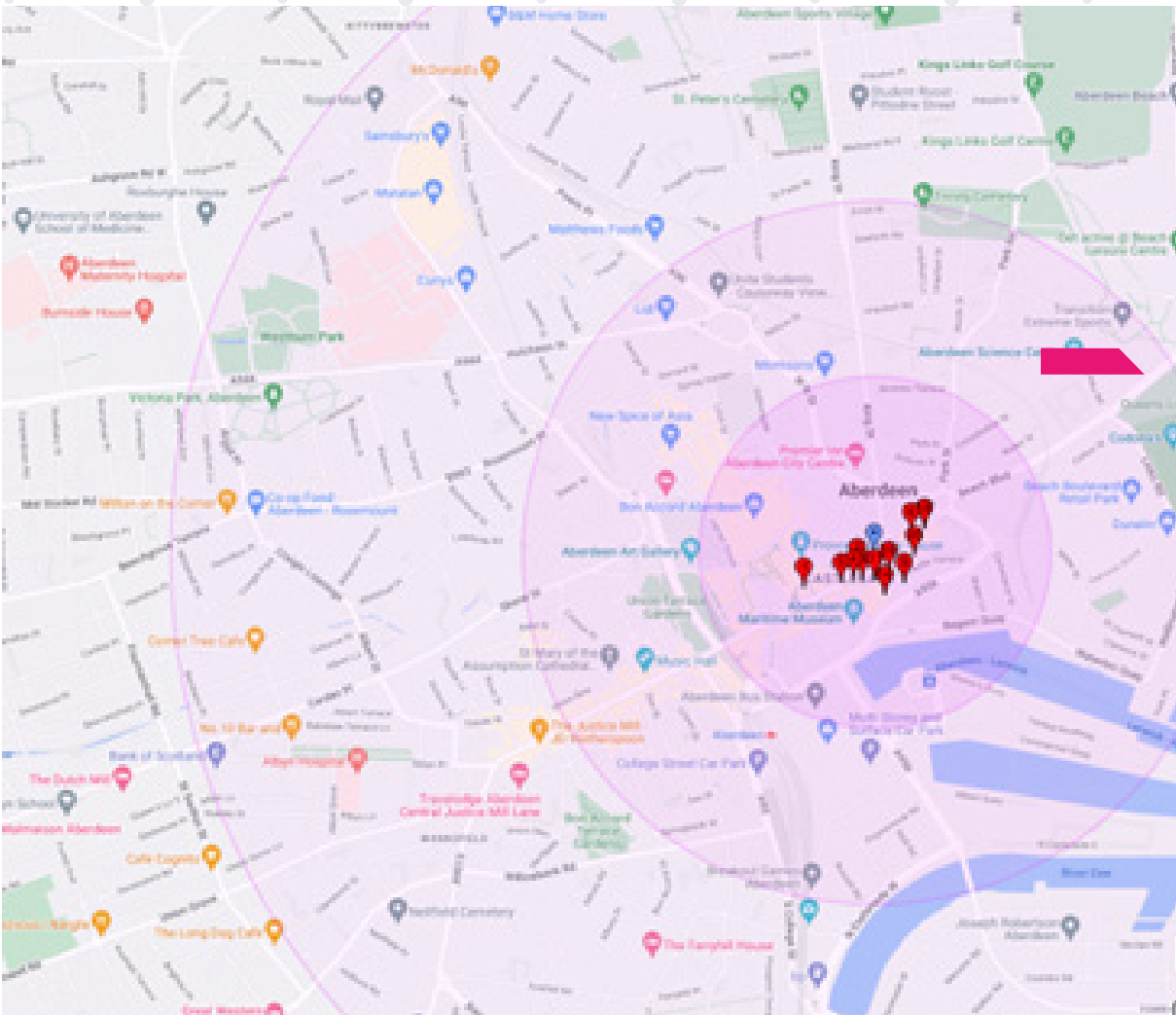
Less premium outlets than avg.

More premium outlets than avg.

Competition overview

Filter available to view nearest competition by outlet types e.g. Casual Dining Restaurant

Nearest competitor report – 20 Competitors centred on CGAIdent: 3949691
All Bar One, AB10 1LP | 2019-08-07 |

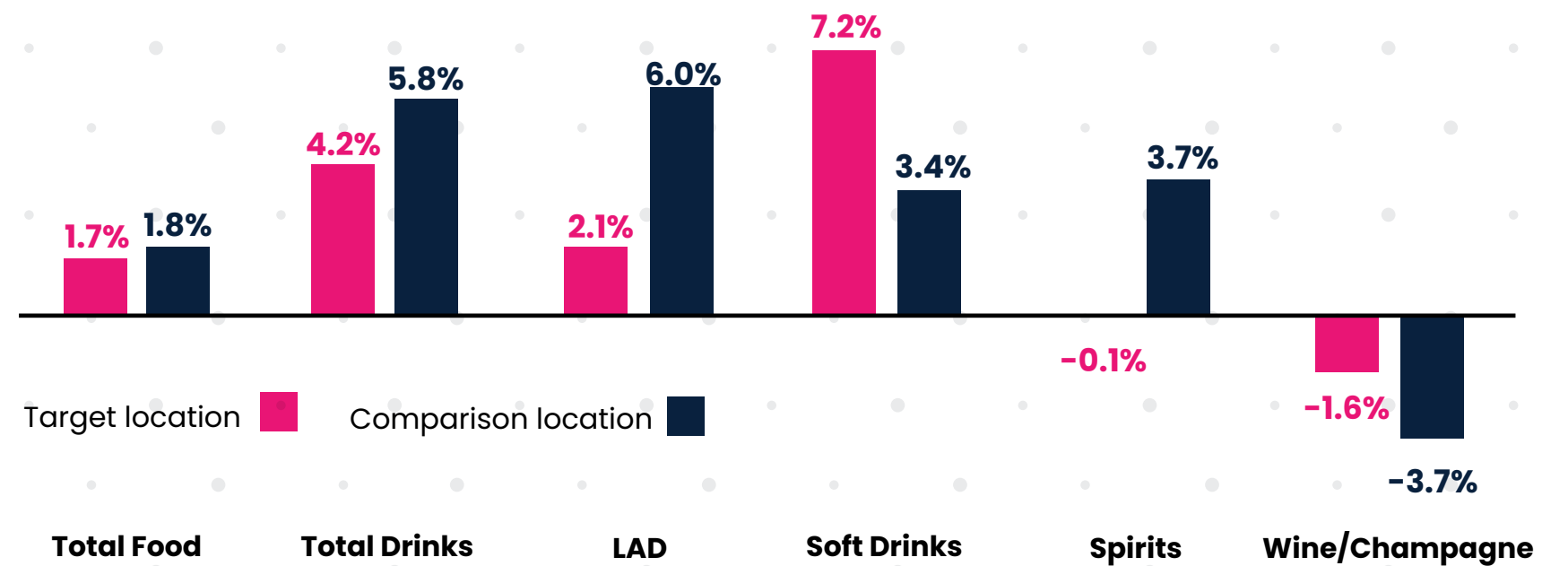


Circles on the map are 500m, 1km, 2km and 3km radius bands

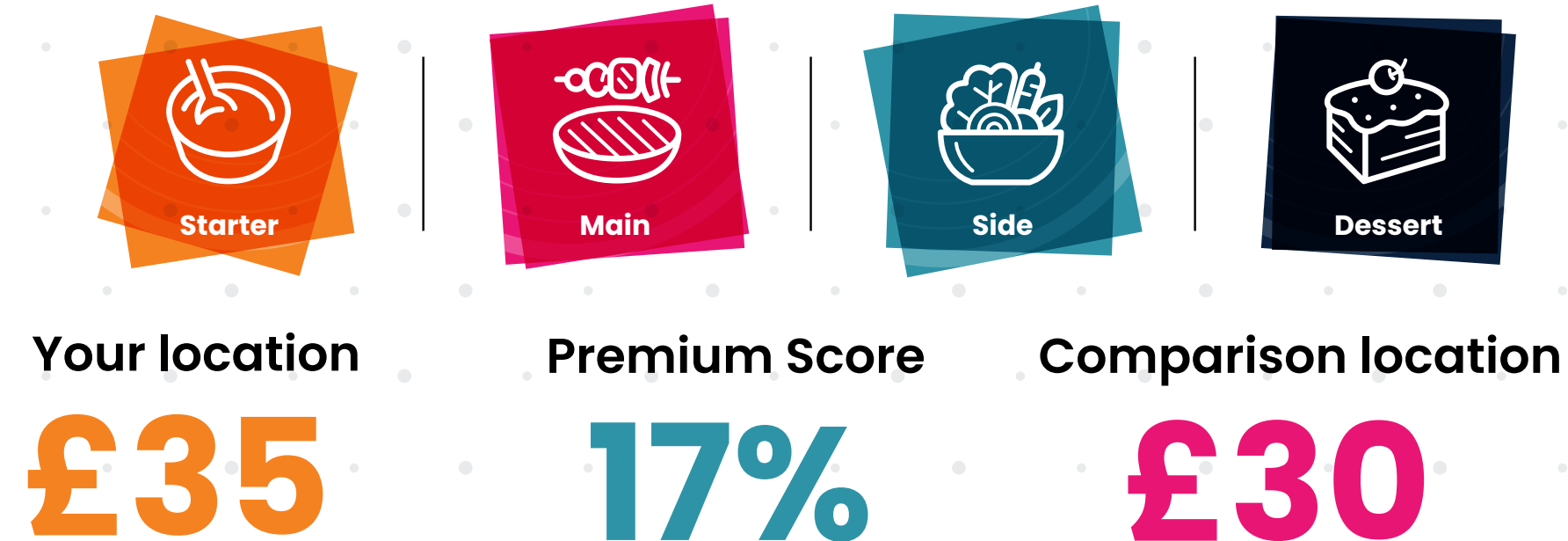
Pin	Distance (Km)	Name	Address	Postcode	Segment	Operator	Brand
1	0.06	City	Netherkirkgate	AB10 1AU	Café Bar	Independent Free	Unbranded
2	0.06	Filthy Gorgeous	Netherkirkgate	AB10 1AU	American Restaurant	Independent Free	Unbranded
3	0.06	Illicit Still	Netherkirkgate	AB10 1AU	Circuit Bar – Young Persons	Saltire Taverns	Unbranded
4	0.06	Ye Olde Drigat Bar	Netherkirkgate	AB10 1AU	Community/Wet-Led/Local	Independent Free	Unbranded
5	0.09	BrewDog	Union Street	AB11 5BU	Circuit Bar – Young Persons	BrewDog plc	BrewDog
6	0.12	Miller & Carter	Union Street	AB10 1BD	Branded Food Pub	Mitchells & Butlers	Miller & Carter
7	0.12	Breakneck Comedy Club	King Street	AB24 5AX	Night Club	Independent Free	Unbranded
8	0.12	Aberdeen Arts & Centre Theatre	King Street	AB24 5AA	Entertainment	Independent Free	Unbranded
9	0.12	Grosvenor Casino	Exchange Row	AB11 5BW	Casino	Rank	Grosvenor Casino
10	0.12	Vue	Ship Row	AB11 5BW	Entertainment	Omers Private Equity	Vue
11	0.12	Residence Inn	Guestrow	AB10 1AS	Hotel	Marriott International	Unbranded
12	0.12	Wig	Castle Street	AB11 5BA	Community/Wet-Led/Local	Star Pubs 7 Bars	Unbranded
13	0.13	Union Café And Bistro	Ship Row	AB11 5BY	Bistro & Bars Restaurant	Independent Free	Unbranded
14	0.13	Lane 7	Ship Row	AB11 5BY	Sports/Leisure Centres	Lane 7	Lane 7
15	0.14	Shack Restaurant	Union Street	AB11 5BY	Restaurant	Independent Free	Unbranded
16	0.16	Goulash Hungarian Restaurant	Adelphi	AB11 5BL	European Other Restaurant	Independent Free	Unbranded
17	0.16	Aberdeen Trades Council Social Club	Adelphi	AB11 5BL	Registered Social Club	Independent Free	Unbranded
18	0.16	Adelphi Kitchen	Adelphi	AB11 5BL	Café Bar	Independent Free	Unbranded
19	0.16	Parkvale Supporters Club	King Street	AB24 5AX	Other Registered Working Mens Type Club	Independent Free	Unbranded
20	0.16	La Bombarda	King Street	AB24 5AX	Italian Restaurant	Independent Free	Unbranded

4. Sales & Pricing

Year-on-year sales growth – target location vs comparison location



Average basket price – food



Average basket price – drinks

Your location

£32



Premium score

19%
more premium



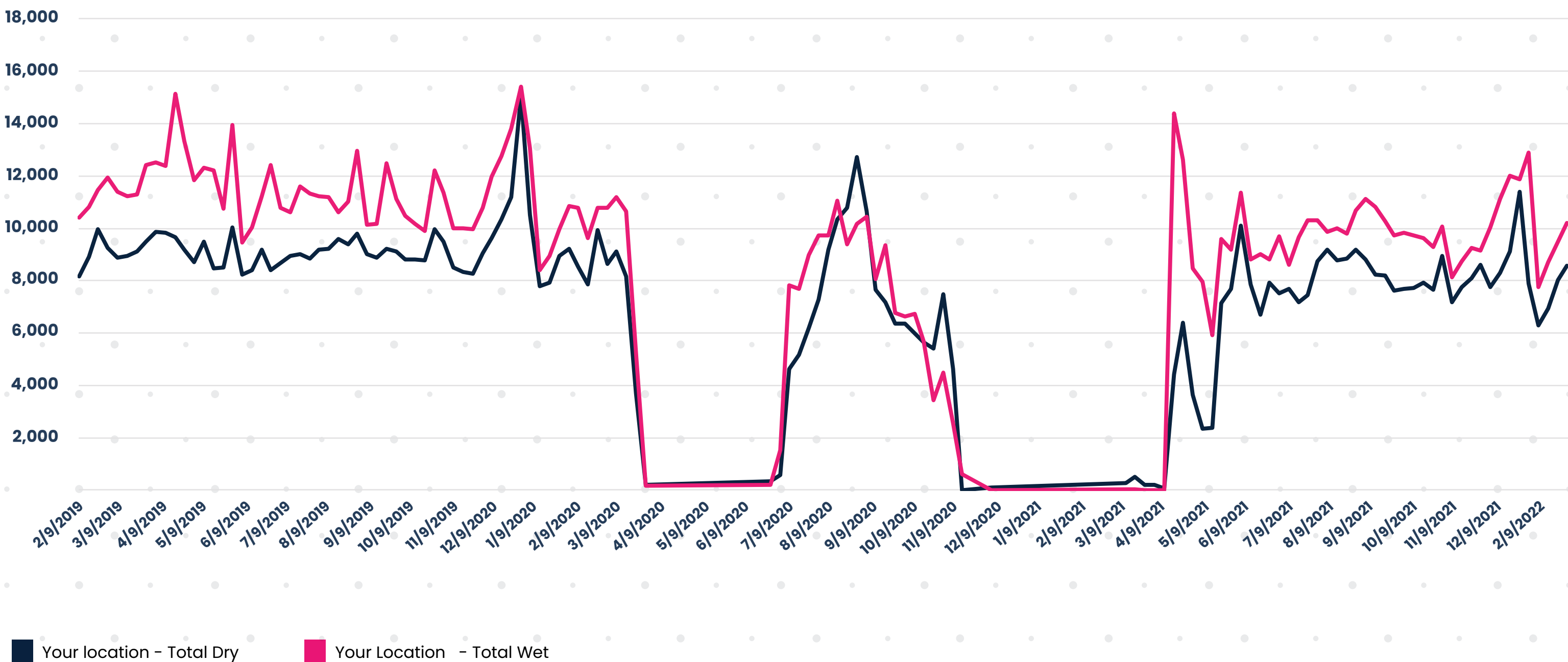
Comparison Location

£27



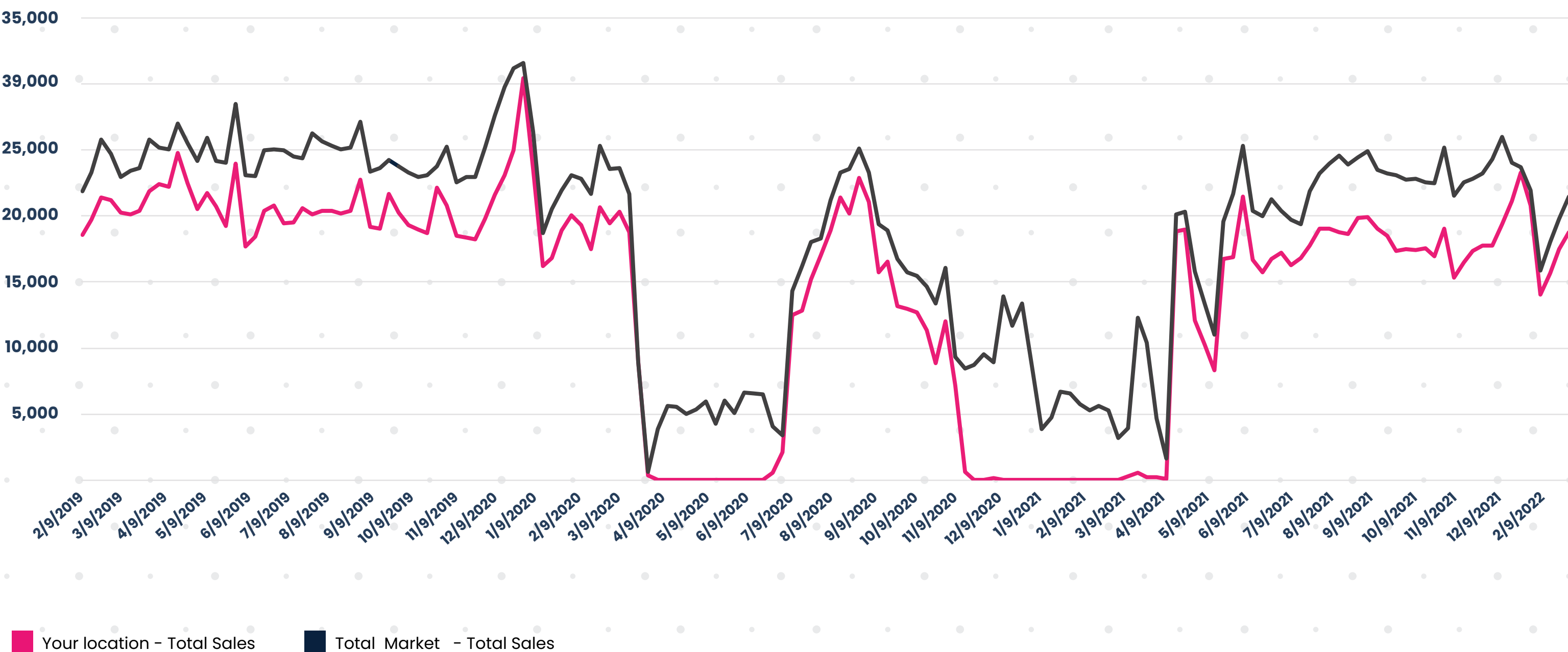
Sales Performance over time

Average food/drink sales (£) per site per week in your location – Total Trading Index Market



Sales Performance over time

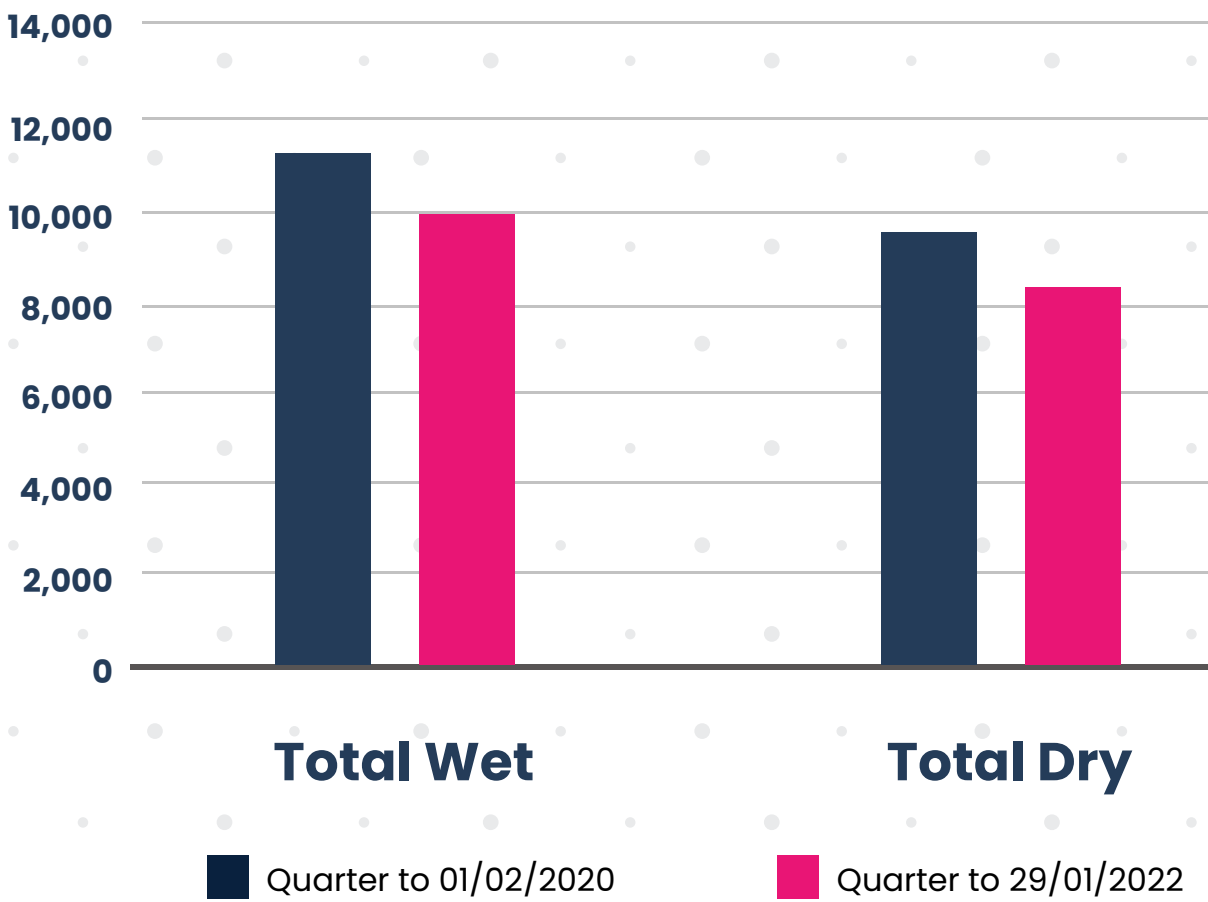
Average food and drink sales (£) per site per week in your location vs. Total Trading Index Market



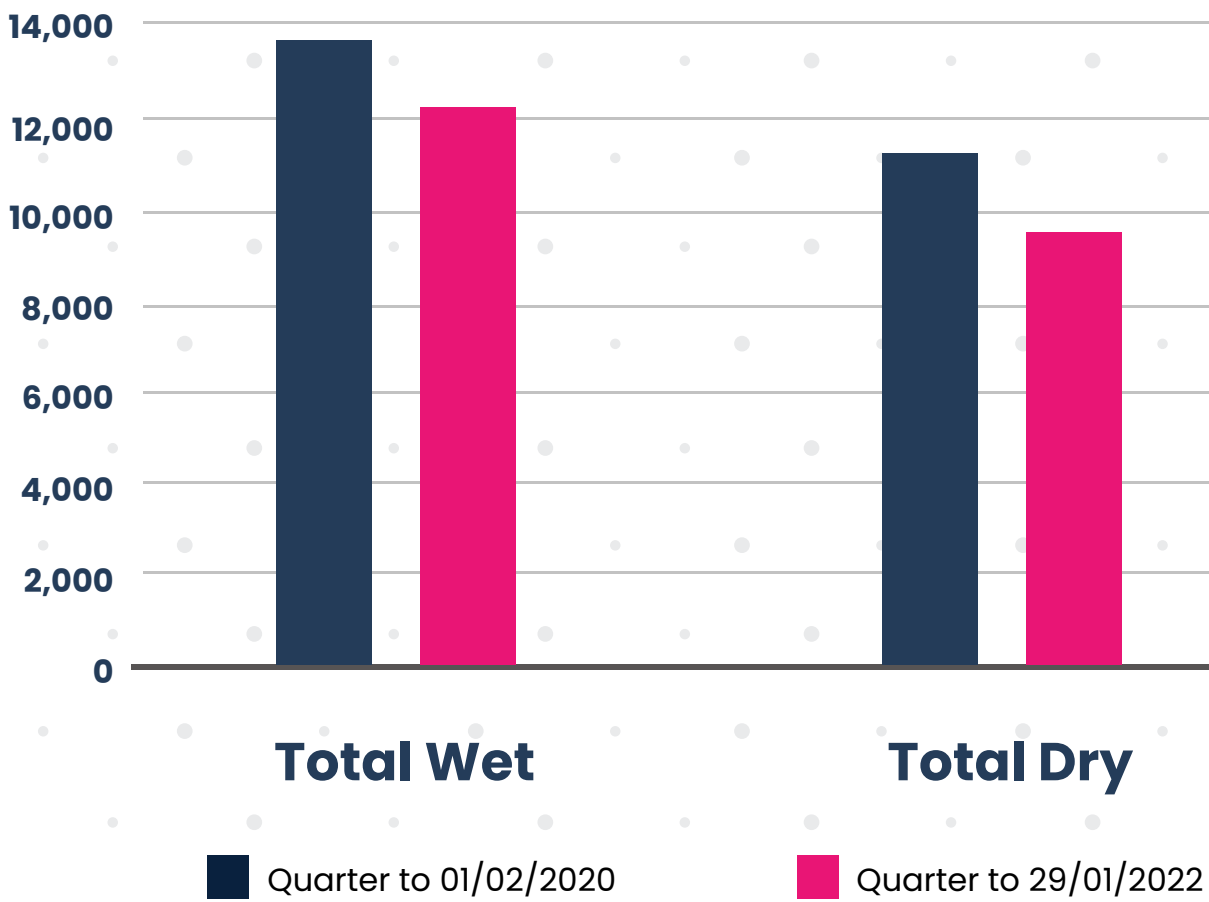
Sales Performance vs 2019 – Latest Quarter

Average food/drink sales (£) per site per week in in your location vs. Total Market

Your location



Total Market



5. Additional market information

Workforce industries

Industry	Target Area Value	Target area %	Index against Comparison Location
Agriculture Forestry & Fishing	133		0.29%
Mining & Quarrying	17		0.04%
Manufacturing	4,809		10.55%
Electricity Gas & Steam	162		0.36%
Water Supply & Sewerage Waste Management	319		0.70%
Construction	2,769		6.07%
Wholesale Retail Trade & Repair Motor Vehicles	8,728		19.14%
Transport & Storage	2,184		4.79%
Accommodation & Food Service	3,071		6.74%
Information & Communication Tech	1,347		2.95%
Financial & Insurance	1,120		2.46%
Real Estate	569		1.25%
Professional Scientific & Technical	1,966		4.31%
Administrative Support Service	2,462		5.40%
Public Administration & Defence	3,928		8.62%
Education	4,265		9.35%
Human Health & Social Work	5,841		12.81%
Arts Entertainment & Recreation	1,891		4.15%
Activities of Households As Employers	10		0.02%
Acitivities of Extraterritorial Organisations	2		0.00%

Students

Industry	Target Area Value	Target area %	Index against Comparison Location
16 - 18	2013		2.00%
18+	10,923		10.88%

Tourism (number of tourist attraction venues)

Industry	Target Area Value	Target area %	Index against Comparison Location
Adventure & Themed	0		0.00%
Airfields & Flight	0		0.00%
Animal Attractions	0		0.00%
Arts & Crafts	0		0.00%
Castles and Towers	0		0.00%
Country Parks Estates & Gardens	0		0.00%
Exhibition Centres	0		0.00%
Famous People	0		0.00%
Food & Drink	0		0.00%
Historical & Ancient	0		0.00%
Industrial Heritage	0		0.00%
Libraries & Literature	0		0.00%
Maritime Rivers & Water	0		0.00%
Museums	3		100.00%
Nature Woods & Forests	0		0.00%
Other Monuments & Landmarks	0		0.00%
Religious	0		0.00%
Retail Attractions	0		0.00%
Science Centres	0		0.00%
Sport Recreation & Performing Arts	0		0.00%
Stately Homes & Houses	0		0.00%
Working Attractions	0		0.00%
Unclassified	0		0.00%



Unlock the phenomenal power of data

RISE is the revolutionary outlet and location data tool used by property, operations, marketing, finance and insights teams alike to build a holistic estate planning strategy that wins.

To find out more and improve the accuracy of planning and identify new sales opportunities, contact the team today.

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