

**The new 'Market Report'**

In this edition we unveil the new Market Report - the latest addition to the comprehensive suite of reports on Footprint and review the collection and maintenance process for Retail Information.

*The Footprint Team*



**Introducing the new 'Market Report'**

Footprint subscription already offers a cost-effective method of reviewing and comparing the potential of multiple nodes (selected points on map) and the new 'Market Report' was developed specifically with retailers and franchises in mind, in order for them to present the comprehensive retail and demographic information in an "easily digestible" and distributable format.



The new Market Report collates the following information:

**Area Review:**

Details the coordinates of the selected node as well as listing the suburbs which fall within the radius selected. This is particularly helpful in determining which areas may be served by the outlet.

**Google Map of the Area:**

Shows the major road network and suburb layout for the selected area and surrounds.

**Spatial Map of the Area:**

Shows the location of various outlets (of pre-selected brands) within the radius selected.

**Area Demographics Review:**

Highlights the demographic profile of the selection including household income group, age bands and employment status. Each element is presented in a colourful, easy-to-interpret pie chart with an accompanying table for showing specific numbers and values.

**Some of our Valued Clients**



**For more information**

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**Local Shopping Centre Review:**

Includes a table listing all shopping centres located within the radius including the distance from the node. This is helpful in determining possible alternatives serving the same area.

**Local Retail Review:**

Details the various outlets (of pre-selected brands) within the radius including the distance from the selected node. This particular element is useful in determining the location of competitor or complementary brands in the immediate vicinity.

**[View sample Market Report](#)**

This report is an independent source of retail and demographic information, which is ideal to present to third parties as to why one site has been chosen over another.

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## A comprehensive source of Retail Information

Retail Information is one of the pivotal databases within the Footprint framework and as such ongoing maintenance to this database is a key focus area for our Footprint team. Our capturing priorities are guided by existing and new clients, ensuring we have complete and current data sets of their network, as well as competitor or complementary brands, outlets or points of interest relevant to their business. A secondary capturing team systematically work through shopping centre directories to keep tenant information updated. We add new and updated information to the retail database on a weekly basis.

These combined capturing efforts equate to a proprietary retail database that currently encompasses more than 750 brands across numerous sectors, in more than 1600 shopping centres nationwide - totalling almost 33 000 outlets.

Footprint features an 'add an outlet' function should you ever come across a specific site that is not captured. This function sends a notification to our capturers to alert them to the omission and is added as a priority for the week.

**For further information or a demonstration on this exciting technology, please do not hesitate to [contact us](#).**

