

PwC Middle East Location

Intelligence Services

Analytics enabled value creation



pwc

Which branches in my portfolio are underperforming?

How can their performance be improved?

How can I compare my offerings and location attractiveness of my sites to that of the competitors?

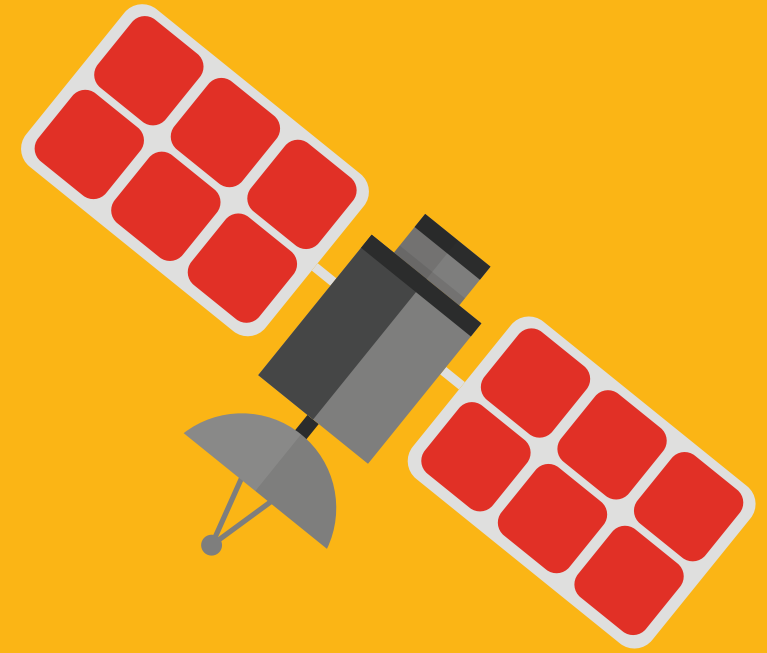
How can I identify the best sites for expansion?

How can I advertise to the right audience?



Why do you need to rethink your strategy?

Given the current market volatility and the growth in ecommerce, businesses are facing market pressure to optimise their footprint and scrutinise their expansion plans. On the other hand, businesses with investment appetite are looking for opportunities to consolidate and acquire assets.



How can PwC make a difference?

PwC Location Intelligence solution provides granular insights by combining your internal portfolio performance data with our rich data repository including footfall, demographics and market dynamics.

We conduct in-depth analysis on asset performance, to help you make data-driven decisions and manage uncertainty in these turbulent times.

How are we helping businesses?



Identify key attributes that impact performance

Branch level key value driver assessment by using data sets like traffic patterns, population coverage or neighbouring points of interest in order to reach to the root cause of performance gaps



Be better informed about competitors' landscape

Identify nearby competitive threats within defined site catchment areas, benchmark offerings, and review your branch positioning



Highlight the most attractive areas for expansion

Review supply and demand drivers at micro levels to identify the best areas for expansion opportunities and opportunities for portfolio diversification



Find underperforming sites with development barriers

Derive insights on the gaps in current vs. potential performance levels, impact of cannibalisation and inform decisions to optimise sites and/or rationalise portfolio



Conduct performance assessment at an asset level

Interactive performance and profitability diagnostics across the portfolio, within specific geographical areas or at the branch level, providing deep insights to uncover value creation opportunities



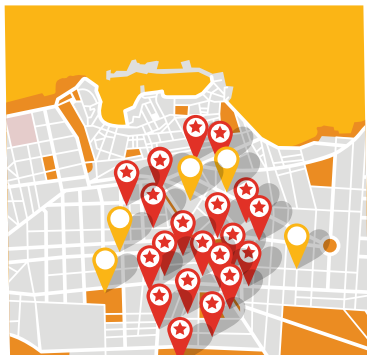
Stay updated on near-real time basis

Ongoing dynamic evaluation of real time financial and operational KPIs at the site level with the ability to review historical trends and forecasts to improve business footprint



Target your customers better with relevant offerings

Study customer behaviours, patterns and preferences per geographic area or sites to offer the services in demand via the right channel and identify the most accurate site format per area



Deep dive into specific areas or competitor's vs own sites in town

KPI monitoring and insights to identify performance improvement opportunities

Selected branches catchment analysis to identify competitors and points of interest within a defined drive-time

Our enablers



Geospatial Analytics



AI and Machine Learning



Interactive Visualisations



Rich Middle East Spatial Data Repository



Flexible Design for Better Integration



Compatibility with On-Premise and Cloud Based Platforms

Client case study

Case I: Asset performance assessment for multiple targets for a major fuel retailer

The Challenge

Our client was looking to expand by acquiring fuel stations in a new market and wanted to conduct assessment of the target stations operations.

The Outcome

Through our location intelligence solution, we identified external factors that were affecting the profitability of the target stations. It also provided our client visibility into detailed catchment area dynamics such as competition presence, non-fuel retail offerings, potential footfalls and population.

Our client was able to identify gas stations that were heavily impacted by competition from well-known brands with better non-fuel offerings. Our station level in-depth analysis helped our client assess the performance and expected potential to allow our client to negotiate better value when acquiring the target stations.



Client case study

Case II: Strategic Business Plan Review for organic expansion

The Challenge

Our client was looking to invest in the international expansion of one of the largest food retailers in the Middle East and wanted to review the robustness of the business plan given the prospective store openings and their locations.

The Outcome

Leveraging our location intelligence tool, we mapped the food retail supply and demand drivers for key cities and assessed the prospective new store locations in terms of population density, presence of competitors, affluence and food retail spend and availability of total modern retail space.

To validate the efficacy of the business plan, we estimated the effective spend per sqm for each prospective store and compared it to the expected revenue per sqm. This helped our client to gauge which proposed sites are likely to fall short of revenue expectations given existing gaps in supply and demand and highlighted new stores that would have potential cannibalisation in future. We also identified other areas where further expansion could take place by examining white spaces based on the mismatch of food retail supply and demand in all major cities across the country.



Contact us



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