

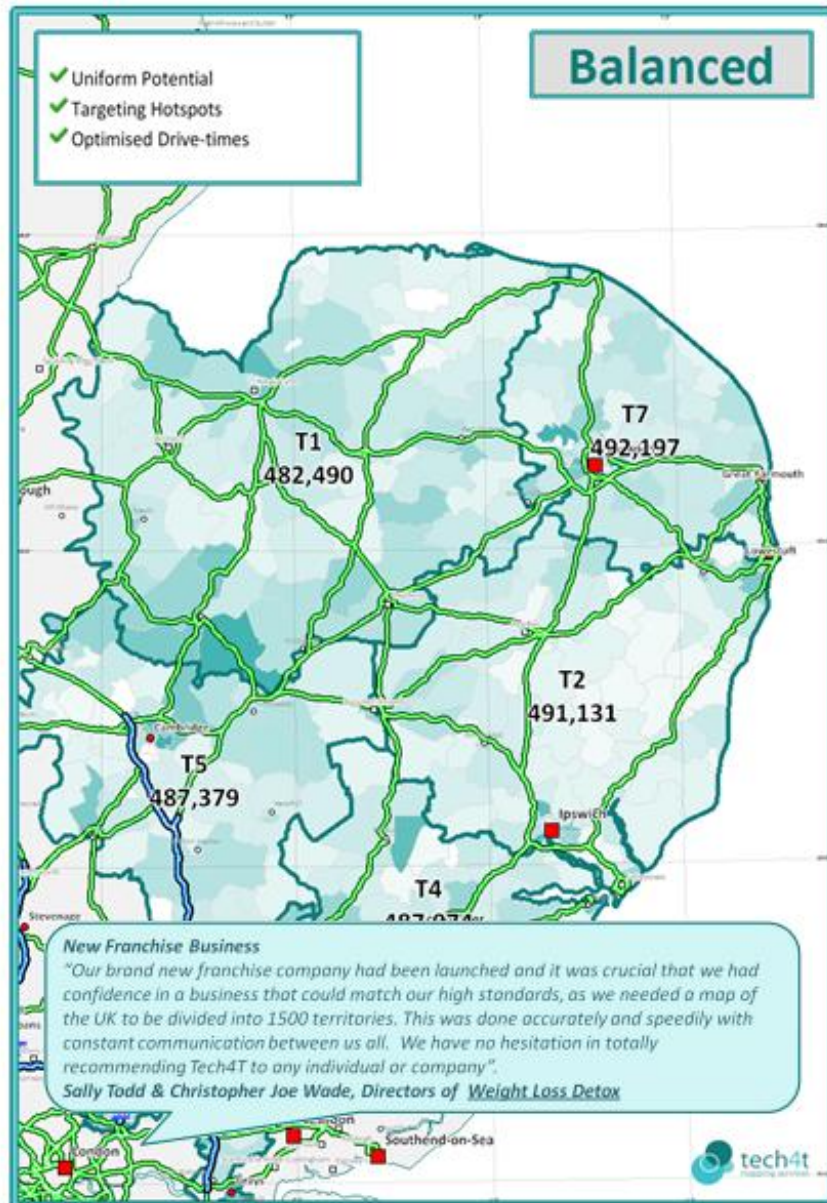
FranMapping

*Specialists in territory design for franchise companies
selling to consumers (B2C) and to businesses (B2B)*

Digital Maps - Wall Maps - Web-based Territory Solutions

CASE STUDIES





WE INCREASED FRANCHISE INCOME POTENTIAL BY £375,000

REQUIREMENT

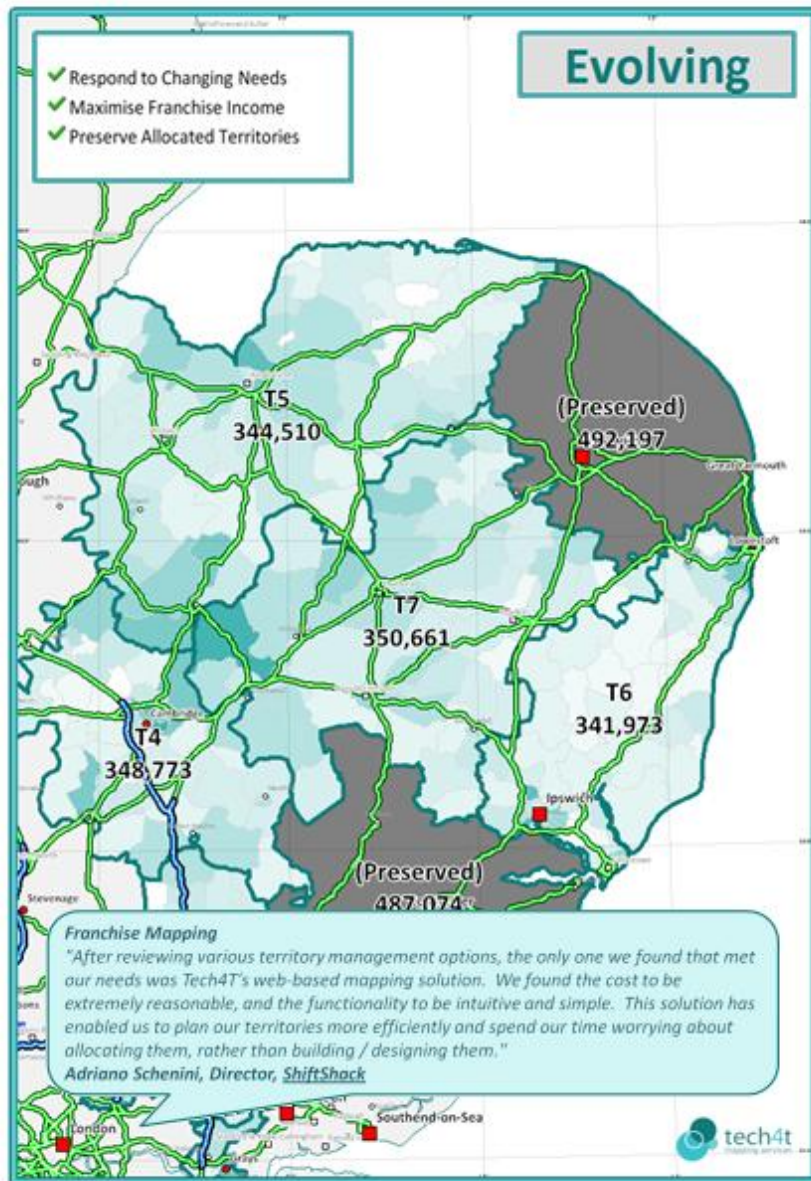
A new franchise wished to divide the UK into the maximum number of viable franchise territories. Each territory needed to provide equal sales potential and a sustainable business to prospective franchisees. Most importantly the market potential of each territory had to be worth an investment of £12,500 and the franchisor needed to be able to substantiate the criteria used in reaching this valuation. Based on their own research, the franchise company had a target of 110 territories.

APPROACH

1. To ensure the right information was used in creating territories, we worked with the franchisor to identify the key characteristics of their potential customers. We then researched and sourced the data sets to be used in the territory balancing process, mixed the multiple sets together in the right way and applied the results in the mapping process. One part of the process was weighting the importance of differing characteristics. We also appended powerful TRAC geo-demographic profiling statistics
2. We created eleven geo-analytical territory models that included applying drive-time isochrones, and selected the model that gave the right balance of business gain and equalised franchisee opportunities
3. The next step was manual refinement of the territory boundaries to incorporate franchisor geographical preferences
4. We then produced individual territory maps, each supported by an Excel data sheet listing the criteria and counts used in the territory balancing

BENEFITS

- ✓ We were able to generate 140 territories, 30 more than the franchisor had anticipated, thus increasing territory sales potential by £375,000
- ✓ Each territory's potential was balanced within 2% of the optimum, with territories "heat-mapped" to show potential "hot-spots".



ARE YOU AN EXISTING FRANCHISE? GET 20% MORE INCOME REQUIREMENT

A relatively new franchise wanted to re-structure their franchise boundaries, preserving any territories that had been sold. As part of this work there was a need to identify if recent changes to the franchise model had caused a change in their target audience. There was also a need to identify whether existing territories were still correctly sized to optimise business potential.

APPROACH

1. We re-created the existing franchise territory network using appropriate geographic cartography and postal allocation files
2. Within territories that had been sold, we examined customer profiles together with customer locations in relation to the territory boundaries. We identified that, based on the new business model, territories could be smaller and yet still provide a viable business for each franchisee
3. This meant that many of the existing territory boundaries were inappropriate. We therefore sourced up-to-date business data for rebalancing the UK and defining a new territory structure
4. We preserved boundaries of previously 'sold' territories and re-modelled the remainder of the UK around them

BENEFITS

- ✓ New territories reflected changes in business model and customer profile, increasing the number of territories by 20%
- ✓ Previously allocated territory boundaries were protected
- ✓ Up-to-date business information was available for new and existing franchisees to help with their prospecting

MOVING INTO A NEW MARKET

REQUIREMENT

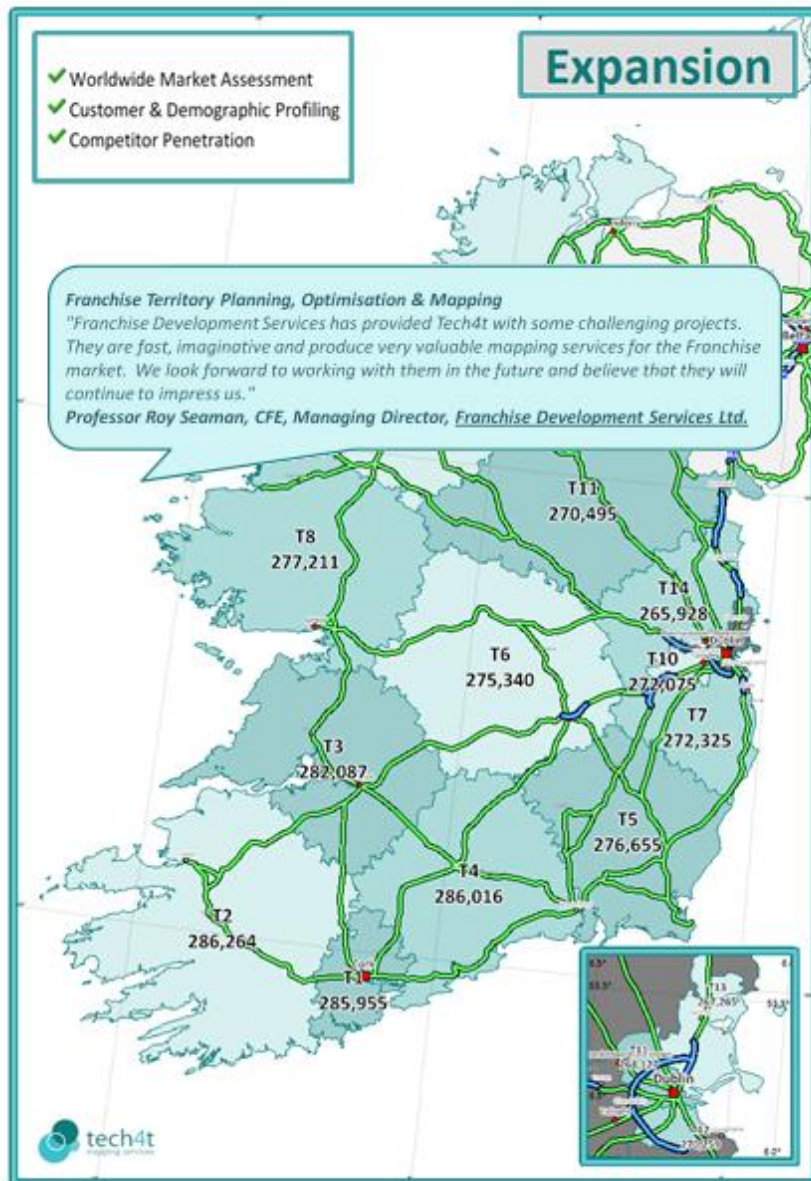
An established UK franchise company requested Tech4t to help them expand their proven and successful franchise model into Ireland.

APPROACH

1. We analysed the Company's UK customer data which included sales patterns, purchase frequency, value, etc., to create mainstream and niche market segments relevant to the business. We then examined the characteristics of customers within each segment to create profiles of people most likely to buy
2. We carried out an assessment of market potential in Ireland by researching data giving counts of people with profiles similar to those of the UK customers. Each DED (District Electoral Divisions that we use in Ireland instead of Postcodes as the building blocks for territory design) was given a score based on the number of prospects located within it.
3. We also had to research and take into account the influence of local conditions and customs, competitors and distribution channels.
4. We combined information from all these sources and developed several potential territory models, and in consultation with the client decided on the most appropriate.
5. The territory boundaries were then refined using drive-time isochrones from major towns

BENEFITS

- ✓ The client now had a basis for business expansion with a clearly defined territory infrastructure
- ✓ To aid franchise sales, business statistics were available to support the basis for territory design and confirm equal opportunity for each franchisee
- ✓ Marketing "hot-spots" within each territory had been created on each territory map
- ✓ Prospects could easily be allocated to the correct territory using DEDs



DELIVERABLES - HOW TECH4T CAN HELP YOUR FRANCHISE

Balancing territories - *so that each franchisee has the same sales opportunities* - ensures franchise regions are more appealing to prospective franchisees and easier to sell. If territories are unbalanced, incorrectly defined or overlap, there is likely to be conflict, confusion and damage to your business and brand.

To leverage the maximum return from your franchise business, territory design needs to take account of many factors including social demographics, up-to-date business counts, market size, customer potential, drive times, etc.

This requires the right balancing data, specialist mapping and analysis tools, and the expertise to correctly 'weight' and apply individual pieces of information within the geographic segmentation process.

Tech4T's experts are trained to develop franchise territories in this way - *for UK, Ireland, Europe, USA, and worldwide* – and have done so for over 20 years!

Here's how we can help you...

- New franchise? We offer a complete territory planning and design package for master franchise, franchisor and franchisee, with *phased options to support your business as it develops and help cash flow*. Output is tailored to your specific needs, but usually includes...
 - Country map showing all territories, and individual territory maps - one for each territory and heat-mapped to show potential marketing "hot-spots"
 - Datasheet showing territory statistics together with a breakdown showing which Postcodes (or Zip codes) belong to each territory.

Maps are supplied in PDF format, ready for printing. We also produce A0 (840 x 1198mm) laminated wall maps. Datasheets are provided in Excel or text format.

- Existing franchise? We can assess your current franchise regions in terms of demographics, balancing criteria, postal geography, potential, etc., and then redevelop territory boundaries for any areas where business potential is not maximised. Existing 'sold' territories can be preserved

- Considering a new market? We can profile and analyse sales and marketing potential when considering new geographical areas.

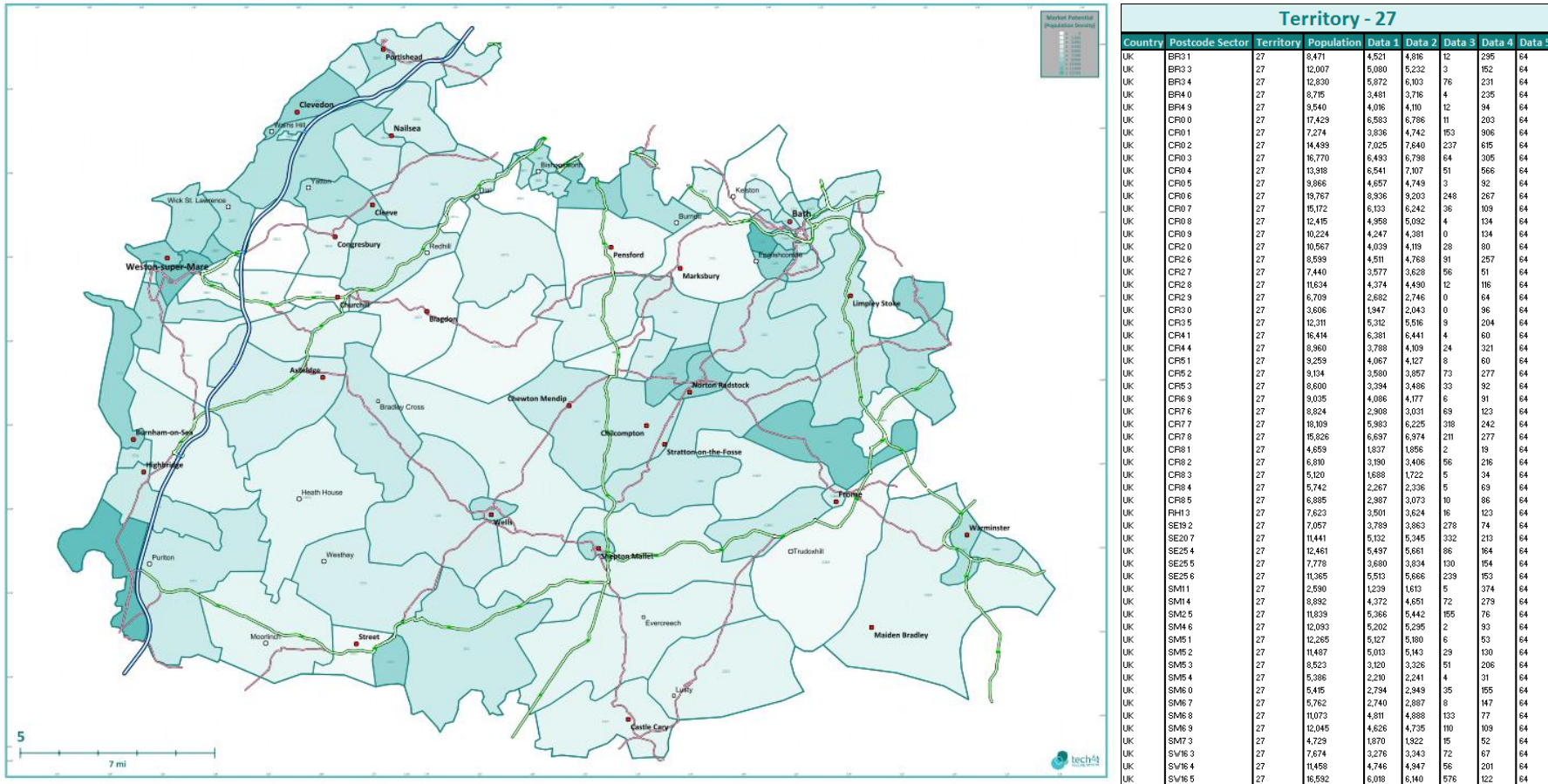
Options

- Interactive web-based system that mimics your website design and strengthens your franchise brand - a powerful tool to aid the franchise sales process.
 - Search function – for the prospective franchisee to explore available territories in seconds, not hours.
 - All franchise territory data – *profile, statistics, counts, etc.* - is available at the click of a button
 - Territory management module to help you sell your franchises faster! Set territory status dynamically - *available, under offer, sold* - to give prospective franchisees a snapshot of territory availability.
 - 'Find-us' web pages created for your website to enable your end-users to find their local franchise supplier.
- Paper-based franchise territory designs migrated to web-based systems - to improve the sales process and lead allocation to franchisees.

Sales and marketing support

- *The provision of a tailored 'best practice' and low-cost CRM solution, with on-line modules for list enhancement, tele-research and tele-sales.*
- *List research and prospect data provision, together with database services to merge unlinked databases, spreadsheets, etc., and keep your data clean.*
- *Analysis services to segment and profile customers, improve sales performance and marketing ROI*
- *Centralised campaign targeting, surveys to gather intelligence, and trackable email marketing*

Example Tech4T territory map and datasheet - territory is heat-mapped to show areas of high potential



All maps and data shown are similar examples to the actual work undertaken – original images are omitted to protect the identity and territory network of our client

For further information - call Tech4T on 01733 890790 or email mapping@tech4t.co.uk