

## Automotive Applications

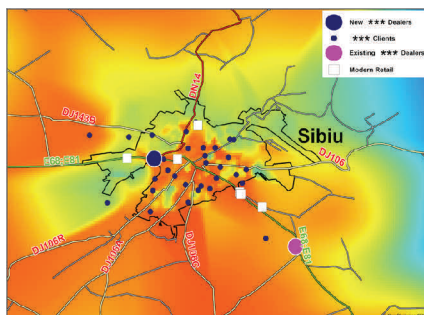
Meeting the network planning and marketing needs of the Automotive industry

### Network Planning

Maximising the potential of your dealer network is key to maintaining sales and improving profitability. But the success of a dealership is often dependent on a range of complex inter-related factors, making network planning a complicated business. These factors include levels of supply, health of the local economy, type of customers in the catchment area, demand for products and services locally, accessibility of the dealer network and the pressure of competitors.

The Geo Strategies - Experian network planning service combines our expertise in analysing consumer and business behaviour with our knowledge of local markets and economic performance to help you get the best possible performance from your dealerships in a cost-effective way.

- We can help you understand your marketplace by analysing demand, measuring your competitors' performance and profiling your customers.
- We can undertake all forms of network analysis including benchmarking, evaluating the optimal size of your network, identifying new locations and assessing the impact of competitor activity.
- We can extend this activity into the future, looking at the potential impact of changes to your

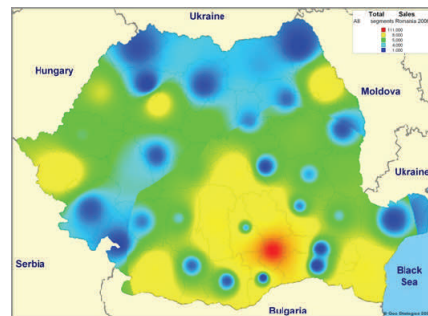


Micro-level site analysis

work.

### Demand Analysis

Understanding the geography of demand enables you to analyse dealership performance nationally and locally and to assess the performance of your brand in relation to competitor brands.



Demand surface for Brand X

In addition, you can compare the sales of individual models in different parts of the country and relate this to the socio-demographic profile of that area. **Mosaic Romania®** is based on post-codes which are classified using census, demographic, financial and housing data into 45 consumer segments. Each of these groups has identified habits in terms of **their propensity for types of car**. They also have a range of purchasing power. This leads to an informed assessment of dealer performance and also helps identify market opportunities for similar opportunities elsewhere. You can -

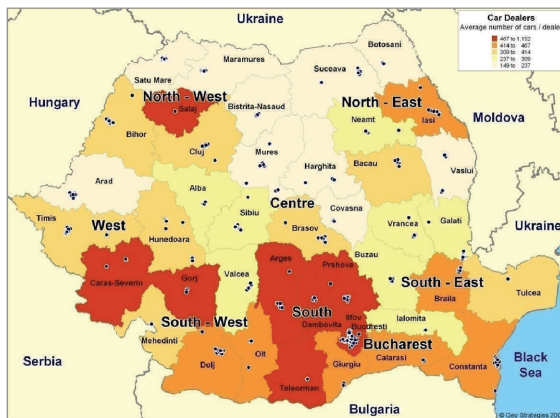
- Compare the demographic and lifestyle profiles of the owners of different models.
- Identify target customers and commercial business types and understand their behaviour in relation to vehicle ownership and purchasing power.
- Compare demographic profiles of individual models across your brand, identifying similarities and differences.
- Estimate local opportunities based on residential and commercial market potential and not just past sales

## Customer Profiling

A Customer Portrait Report profiles customers at household level using key indicators such as key demographics (age, sex, social grade, household composition), Mosaic groups, financial information, purchasing power, car ownership and many others.

## Catchment Profiling

Using your customer records, we can build catchments which realistically reflect an outlet's area of opportunity. The number of actual and potential customers can then be measured against national or local totals to calibrate the total opportunity available to each dealer.



Dealers and sales per dealer

## Competitor Analysis

We can help you understand your competitors—where their outlets are located, how they perform geographically, and who their customers are.

## Impact Analysis

To maintain network performance, you need to understand the impact of changes to your network. Gravity modelling provides 'What if?' scenario analysis of changes such as new location business volumes, opening and closing outlets, changes in local economic performance and shifts in consumer demand.

## Delivery

Geo Strategies—Experian can deliver our findings and recommendations as bespoke consultancy and reports. This gives you the scope and opportunity to implement a solution that is tailored to the individual requirements of your business.

## Contact us

For more information, please contact us on:

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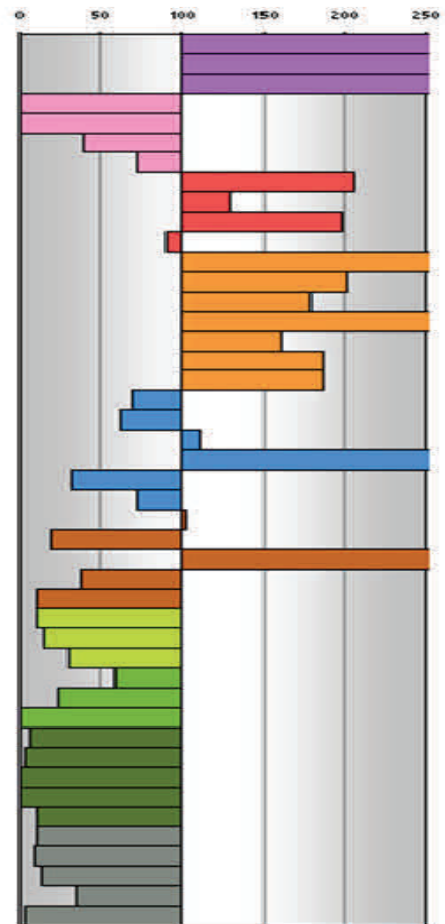
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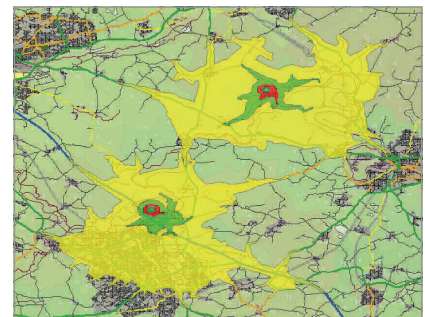
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Mosaic Type A03



Sales profile for Brand X



Drive-time analysis