

Location planning for franchises

How many franchisees can your franchise support? It is a fundamental question that is core to the success of any franchise business. Identifying the prime locations and geographic areas that provide sufficient market potential to support a franchise is essential in building a successful and profitable business.

For franchisors it's essential to determine how many franchisees an area can sustain, and exactly where they should be located.

While, **for franchisees**, knowing which geographic areas are available, along with their potential revenue potential, is crucial to making a decision about whether to purchase or not.

Drawing up franchise territories, monitoring them and making sure they are adhered to can, however, be complicated and time consuming. That's why we offer a Postcode mapping solution to help make the process of developing a successful franchise business easier.

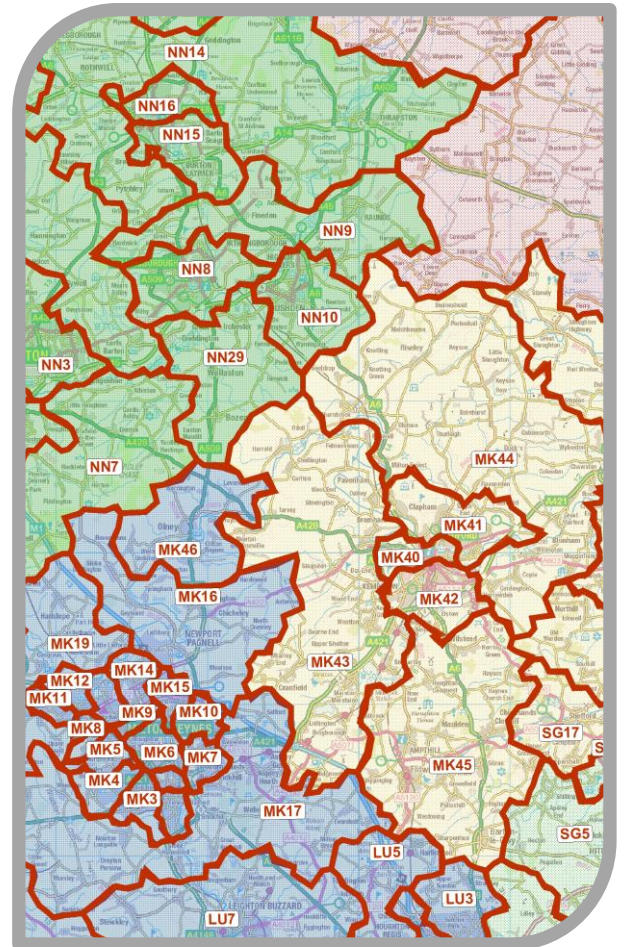


Fig 1: Franchise areas mapped by Postcode District

why use postcode solutions?

Maps and data can provide a reliable blueprint for vital strategic planning, helping you to:

1. Effectively define your franchise network, making sure there is sufficient market potential to support each franchisee;
2. Determine the value of each franchise, according to the possible revenues likely to be achieved in each area;
3. Clearly map out and highlight franchise areas, so each franchisee is clear on their territory, preventing any potential encroachment from, or conflict with, neighbouring franchises;
4. Effectively target marketing activity to each franchise area, maximising franchisee revenues;
5. Allocate new prospects and clients to the most suitable franchisee, thereby maximising customer service and franchisee performance, building your brand reputation.

the power of postcodes

Whilst you could choose to define franchise territories in other ways, Postcodes are a powerful ready-made tool for your franchise, providing you with the perfect framework to define your franchise areas.

- Postcodes provide national coverage at three different levels (by area, district and sector) – meaning they are ideal tools, whatever size areas you decide are right for your franchise.
- Postcodes are already recognised and understood by most people, and can easily be related to other geographic features and data to identify market size, allowing potential franchisees to make informed decisions.
- Postcodes afford you the simplest method of allocating new prospects to the appropriate franchisee quickly and efficiently, providing clear boundary lines and leaving no room for confusion. Each franchisee understands their area of responsibility.

information by postcode

Arming yourself with the right information is key to making any business decision and our Postcode solutions make it easier to analyse market data to maximise your franchises potential.

If you sell to **consumers**, you can use residential household counts and census statistics to define and quantify your target market by Postcode area.

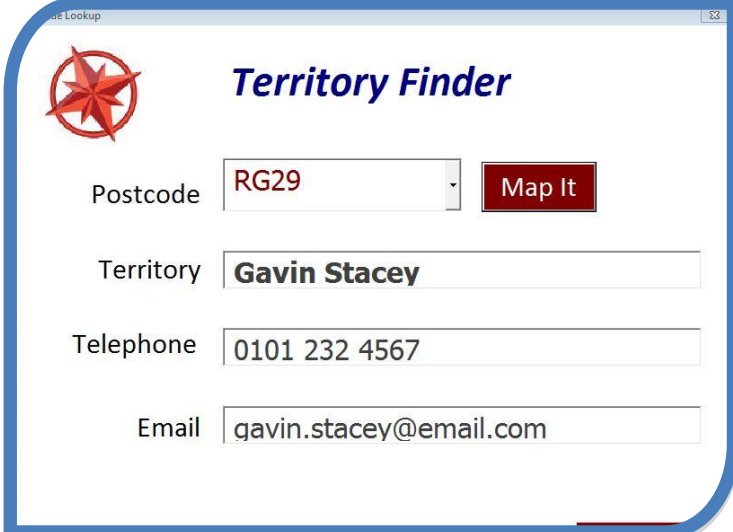
And, if you sell to **businesses**, you can calculate your target market by industry classification, turnover and employee numbers.

This analysis will allow you to refine your franchise network, making sure each franchise is based in the optimum area to generate revenue for your business.

how we can help

We can provide you with a wide range of solutions tailored to your business needs and budget. We offer everything from Postcode wall maps to help you physically plot your distribution areas through to data and excel application development.

Whatever your industry, size or budget, we can offer you the tools to help optimise your franchise network.



The screenshot shows a web browser window titled "Territory Finder". It features a red compass icon in the top left corner. Below the icon is a "Postcode" field with a dropdown menu showing "RG29" and a red "Map It" button. Underneath is a "Territory" field containing the text "Gavin Stacey". Below that is a "Telephone" field with "0101 232 4567". At the bottom is an "Email" field with "gavin.stacey@email.com".

Fig 2. Excel applications can help support staff to direct sales enquiries efficiently