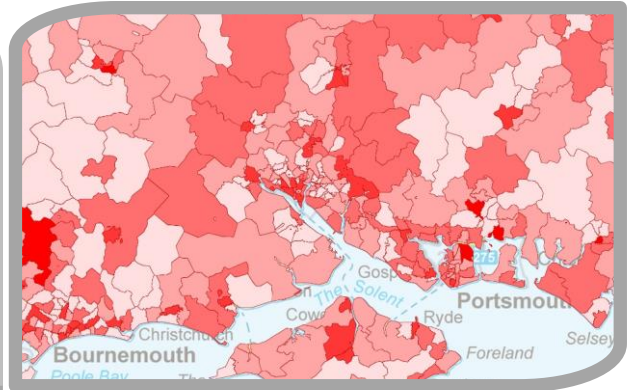


mapping your business information

“A picture is worth a thousand words” is an often-used adage to convey the idea that a complex idea can be represented just as well with a single still image.

The following examples illustrate where we apply this principle to turn business data into informative and clear maps upon which fast and effective strategic decisions can be made.



sales territory optimisation

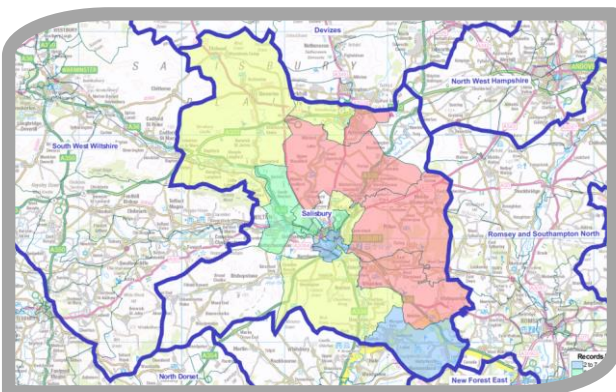
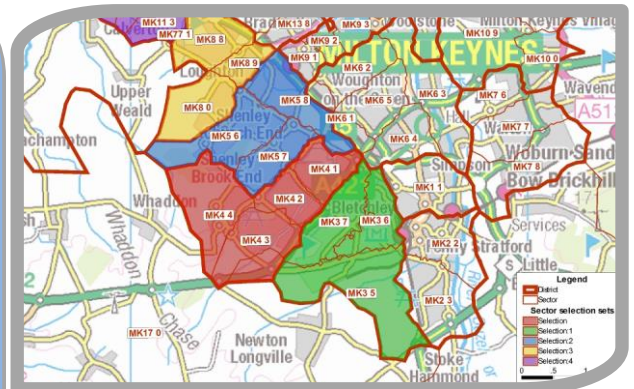
Managing a national field force is a complex task for many businesses. But ensuring sales people spend as much time in front of customers and prospects is critical to improving field sales performance.

Mapping and optimising sales territory structures at a Postcode level helps focus your sales activities, reduces travel times and costs and maximise your revenue potential.

door drop targeting

Leaflet distribution and door drops are still one of the most commonly used and effective promotional tools. But get it wrong and mistakes can be costly.

Targeting areas of interest by Postcode ensures your message hits the right audience and, as a result, increases your response rates, reduces costs and maximises campaign profitability.



political footprint analysis

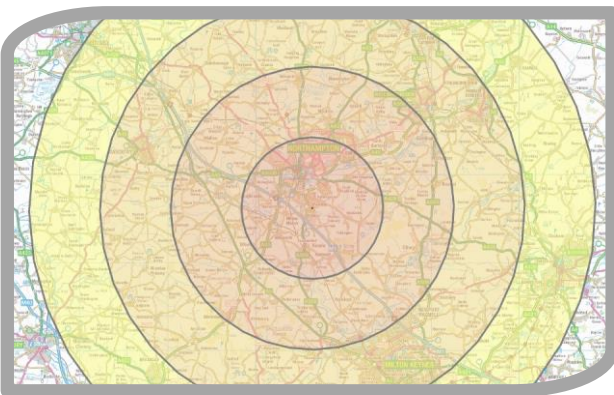
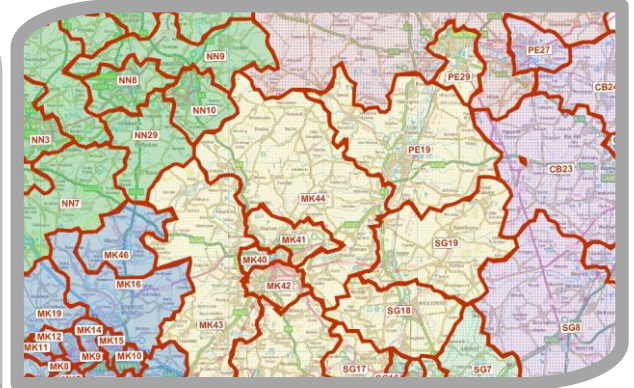
Understanding the key Parliamentary Constituencies for your business is paramount to successful Government Relations management.

Analysing the distribution of employees and suppliers helps identify the local communities your business depends upon and enables you to create and execute a targeted Government Relations communication strategy.

franchise area definition

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.

Map Logic can help draw up franchise territories using Postcode geography to determine market potential and clearly communicate each franchises area of responsibility.



distribution planning

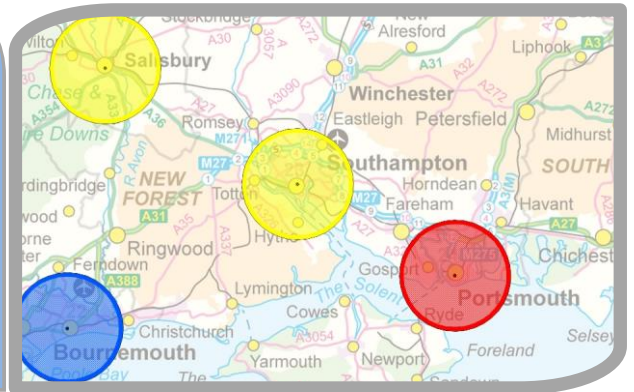
Map Logic Postcode maps and data are widely used to help visualise and simplify distribution networks and operations.

By establishing which Postcodes fall within certain distances or travel times of your store, you can offer your customers accurate and competitive delivery costs that keep you profitable and competitive at the same time.

sales performance analysis

The sales world is a proverbial battlefield, where achieving impressive sales revenues and profits depend on employing the right tactics and strategies to stay on top.

Our Postcode mapping & data services present this information visually to identify weaknesses in performance, the potential causes and the remedial actions required to ensure improvement.



how can we help?

Map Logic specialise in data analysis and visual mapping services that take the time-consuming and resource-hungry reporting away and allow you to focus on how to use the business intelligence to implement the appropriate strategies.

Our services allow analysis of local authority areas, health authorities, parliamentary constituencies, regions, national parks or even your own franchise areas, retail networks and sales territories.

Whatever your line of business, Map Logics mapping and reporting services turn your data into intelligence.