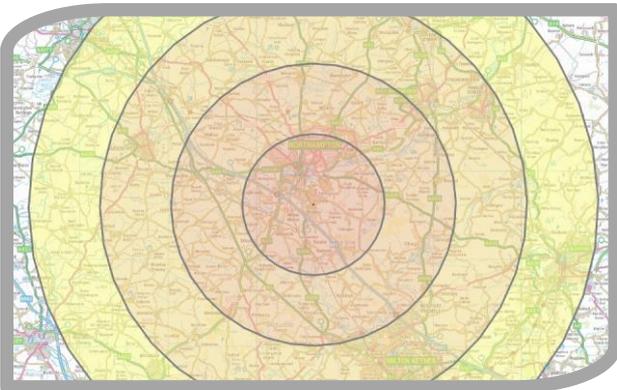
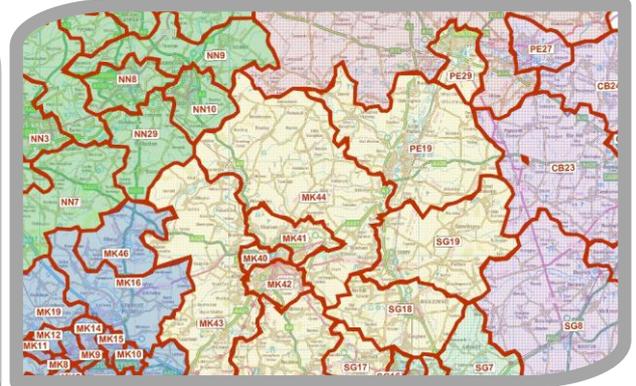




### franchise area definition

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

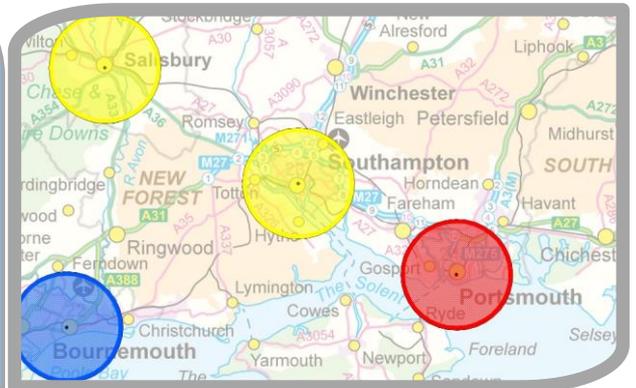
Map Logic Postcode maps and data are widely used to help visualise and simplify distribution networks and operations.

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.