

# MARKET ANALYSIS

Have you ever wondered about how to cover sales territories knowing where are the areas with greater benefits?

It may seem amazing but market territories are very similar to Swiss cheese. They both contain areas of high concentration, as well as areas where there is little density or the famous “holes” that distinguishes a slice.

Territories in a city act in the same manner. Preparing a strategy in order to identify the areas with the greatest market potential and knowing how far to penetrate with your sales team is imperative for any business. Geobis International understands this and knows how to efficiently cover these areas.

This holds important consequences because territories are balanced with equivalent market potential, and establishing priorities for coverage and growth is necessary in order to measure the true market potential.

Geobis International offers services to assist in the development of different types of Modeling Analytics:

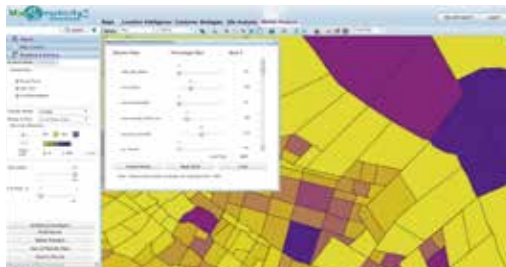
- **Potential Market Sizing.**
- **Profile Modeling.**
- **Reports: Ranked Scores.**
- **Cloud Platforms: MapSimplicity.**
- **Customized Solutions.**
- **Thematic Maps Prioritizing Trade Areas.**
- **Territories: Americas and Caribbean.**



**Thematic Maps**



**Potential Market Sizing**



**Profile Modeling**



**Reports: Ranked Scores**

## Marketing Reports

- Demographic: Population
- SES Socioeconomic Strata
- Buying Power Per Category
- Customer Location
- Traffic Generators
- Points of Interest

## Consulting

- Strategic Planning
- Custom Research

## Key Services

- Maps & Data
- Location Intelligence
- Customer Strategies
- Site Analysis
- Geocoding
- Reports

**For more detailed information please contact us.**