

Take the guess work out of looking for new sites. A sales and profitability forecasting tool for determining new sites.



Ensure you are in the best location for your brand by utilising our **New Site Assessment** tool. We take the guess work out of finding new sites and potentially being committed to the wrong location for the length of your lease period. Now, more than ever it's so important to be in the right locations and store size.

We have created a tool that combines our Kepler data from over 9000 sensors across 30 countries with scientific analysis and our extensive retail expertise. With this invaluable information we are able to complete an independent analysis of any potential new sites, so that you can make informed decisions and protect the future of your business.



A global service available in over 30 countries*

New Site Assessment

from **AU\$950/Site** AUS/NZ



Includes:

- » Breakdown of foot traffic trend by day
- » Min. 12 months of historical outside foot traffic up until previous month
- » Predicted sales turnover for the review period based on current and previous KPI performance
- » Gross margin calculator

See example report & detailed pricing next page



GET IN TOUCH



Sample Report (Extracts)

Cost Model

Gross Margin Rate	70%
Square Metres	300

2019	Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
Sales Total (\$)	Value	\$43,932	\$26,239	\$45,387	\$44,175	\$62,368	\$79,949	\$36,871	\$36,889	\$34,150	\$43,056	\$79,756	\$119,717	\$652,488
Gross Margin (\$)	Value	\$30,752	\$18,367	\$31,771	\$30,922	\$43,657	\$55,964	\$25,810	\$25,823	\$23,905	\$30,139	\$55,829	\$83,802	\$456,742

2020	Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
Sales Total (\$)	Value	\$84,613	\$45,273	\$54,718	\$ -	\$17,521	\$68,355	\$76,915	\$62,632	\$61,402	\$70,130	\$88,553	\$59,183	\$677,294
Gross Margin (\$)	Value	\$50,829	\$31,691	\$38,303	\$ -	\$12,265	\$47,849	\$53,840	\$43,843	\$42,982	\$49,091	\$61,987	\$41,428	\$474,106

2021	Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
Sales Total (\$)	Value	\$84,432	\$71,268	\$77,937	\$69,042	\$64,535	\$58,221	-	-	-	-	-	-	\$425,434
Gross Margin (\$)	Value	\$59,102	\$49,888	\$54,556	\$48,329	\$45,174	\$40,755	-	-	-	-	-	-	\$297,804

Cost Structure	% of Sales Total	Annual Total Planned Cost (\$)
Occupancy Cost		\$180,000
Wages	15%	

2019	Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
Occupancy Cost	Annual Planned	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$180,000
Wages	% of Sales Total	\$6,590	\$3,936	\$6,808	\$6,808	\$6,626	\$9,355	\$11,992	\$5,531	\$5,533	\$5,122	\$6,458	\$17,958	\$97,873
PROFIT	Value	\$9,162	\$568	\$9,963	\$9,296	\$19,302	\$28,972	\$5,279	\$5,289	\$3,782	\$8,681	\$28,866	\$50,844	\$277,873
														\$178,869

2020	Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
Occupancy Cost	Annual Planned	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$180,000
Wages	% of Sales Total	\$10,892	\$6,791	\$8,208	\$ -	\$2,628	\$10,253	\$11,537	\$9,395	\$9,210	\$10,520	\$13,283	\$8,877	\$101,594
PROFIT	Value	\$24,937	\$9,900	\$15,095	\$15,000	\$ -	\$5,363	\$22,595	\$27,303	\$19,448	\$18,771	\$23,572	\$33,704	\$175,550
														\$192,512

2021	Month	1	2	3	4	5	6	7	8	9	10	11	12	Total
Occupancy Cost	Annual Planned	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$90,000
Wages	% of Sales Total	\$12,865	\$10,690	\$11,691	\$10,356	\$9,680	\$8,733							\$63,815
PROFIT	Value	\$31,437	\$24,197	\$27,865	\$22,973	\$20,494	\$17,022							\$153,815
														\$143,989

Outside Foot Traffic Share of the Week

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
13%	13%	14%	18%	15%	16%	12%

Matrix Prediction

Month	Outside		Shopfront Conversion		Inside		Sales Conversion		No of Sales		Average Transaction Value		Sales Total AUD	
	Actual	Estimated	Estimated	Estimated	Estimated	Estimated	Estimated	Estimated	Estimated	Estimated	Estimated	Estimated	Estimated	Estimated
Jan-19	51,473	1.70%		874	33.92%	296	\$148.4	\$43,931.69						
Feb-19	41,434	1.46%		603	22.94%	138	\$190.1	\$26,239.12						
Mar-19	48,211	1.88%		904	29.85%	270	\$168.1	\$45,387.11						
Apr-19	45,471	1.88%		856	29.96%	256	\$172.6	\$44,174.81						
May-19	53,328	1.99%		1,059	34.03%	360	\$173.2	\$62,367.62						
Jun-19	60,927	2.00%		1,216	41.37%	503	\$158.9	\$79,948.78						
Jul-19	54,249	1.70%		922	24.41%	225	\$163.9	\$36,870.90						
Aug-19	51,729	1.69%		875	22.39%	196	\$188.2	\$36,889.42						
Sep-19	45,485	1.70%		775	26.61%	206	\$165.8	\$34,149.86						
Oct-19	51,083	1.83%		935	29.31%	274	\$157.1	\$43,055.81						
Nov-19	70,193	1.89%		1,325	36.38%	482	\$165.5	\$79,755.97						
Dec-19	105,124	1.87%		1,967	45.28%	891	\$134.4	\$119,717.20						
Jan-20	71,599	1.83%		1,312	39.10%	513	\$141.5	\$72,612.66						
Feb-20	57,559	1.54%		887	27.95%	248	\$182.6	\$45,272.53						
Mar-20	45,482	1.86%		846	35.75%	302	\$181.2	\$54,717.88						
Apr-20	0	0.00%		0	0.00%	0	\$ -	\$0.00						
May-20	20,607	1.87%		385	20.21%	78	\$224.6	\$17,521.15						
Jun-20	53,654	1.94%		1,041	26.68%	278	\$245.9	\$68,355.31						
Jul-20	59,618	2.05%		1,224	29.58%	362	\$212.5	\$76,914.53						
Aug-20	46,320	1.95%		903	33.69%	304	\$206.0	\$62,632.14						
Sep-20	45,014	1.85%		835	36.59%	306	\$200.7	\$61,402.26						
Oct-20	55,364	1.75%		968	35.45%	343	\$204.5	\$70,130.25						
Nov-20	49,478	2.22%		1,100	42.82%	471	\$188.0	\$88,552.93						
Dec-20	43,339	1.78%		773	48.45%	375	\$157.8	\$59,182.70						
Jan-21	52,842	1.87%		989	49.57%	490	\$172.3	\$84,431.61						
Feb-21	48,997	1.95%		957	36.68%	351	\$203.0	\$71,268.02						
Mar-21	52,078	2.15%		1,121	35.62%	399	\$195.3	\$77,936.81						
Apr-21	47,857	2.09%		1,000	35.82%	358	\$192.9	\$69,041.81						
May-21	46,185	2.00%		923	33.56%	310	\$208.2	\$64,534.65						
Jun-21	40,592	2.02%		822	35.72%	294	\$198.0	\$58,221.45						
Total	1,515,293			28,397		9,879		1,755,217						
							\$ per sq metre	\$5,850.72						
							Transactions per day	12						

Pricing and Timing

14
Days to complete*

AU\$950/Site AUS/NZ
US\$950/Site Global
Data analysis report only

or

AU\$1500/Site AUS/NZ
US\$1500/Site Global^
Full report + site visit, photos and observations

* Some countries might require a longer lead time.
^ Available in select countries

 OUTSIDE OPPORTUNITY
 INSIDE SHOPPERS
 SHOPPER CONVERSION
 SALES CONVERSION
 DWELL TIME
 FITTING ROOM CONVERSION
 RETAIL ANALYTICS
 ALL MEASURES BY ZONE
 FREQUENCY OF RETURN VISITS
 BOUNCE RATES
 SALES TO BUDGET
 ATV/UPT
 OTHER INPUTS