



SITeselect EXAMPLE

Oxford Retail Consultants
Property of

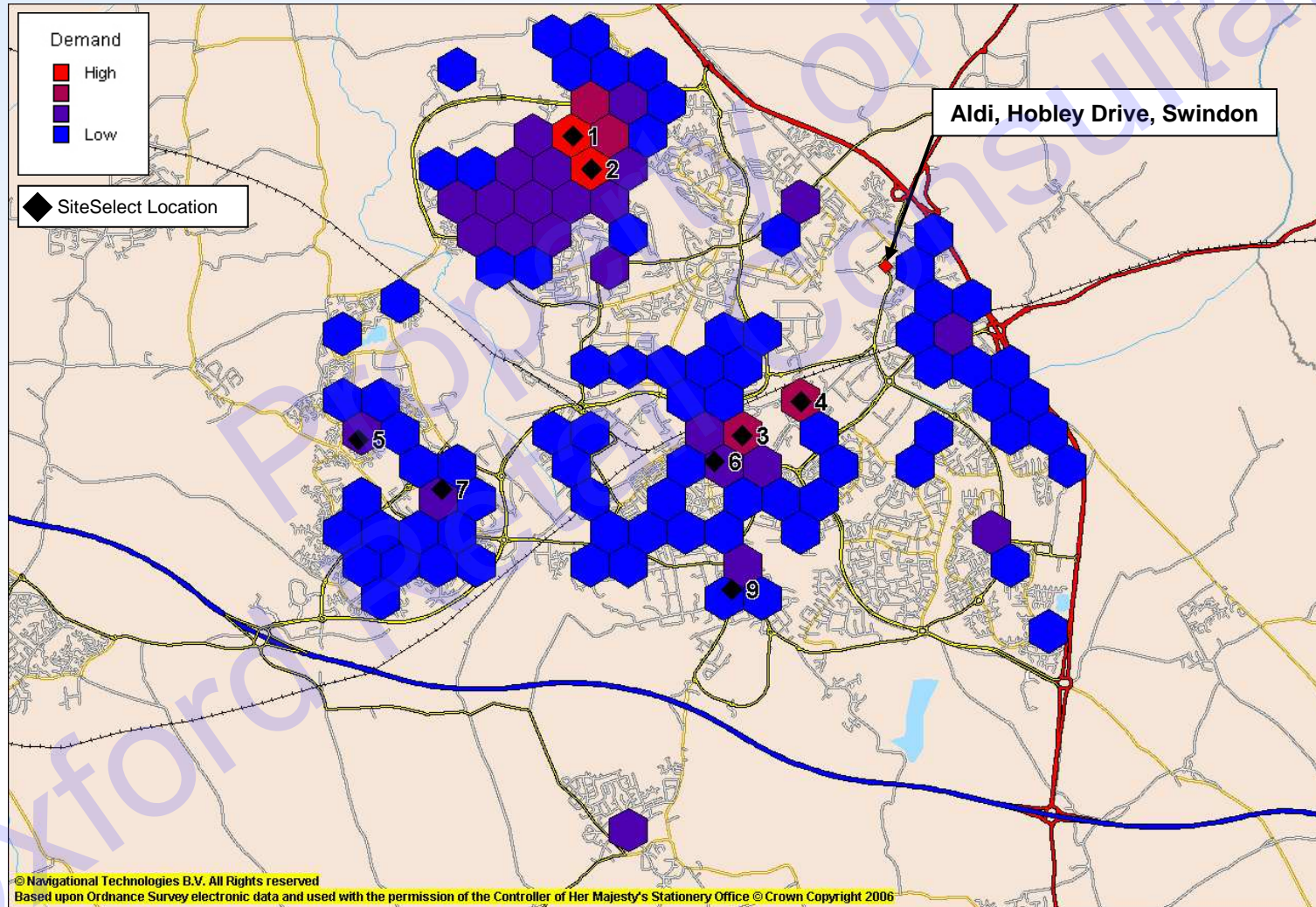
ALDI, SWINDON

- We have chosen Swindon as a case study to demonstrate the techniques involved with SiteSelect
- The method is as follows:
 - run the model to forecast sales in current foodstores
 - run SiteSelect to identify areas where supply is weak and demand is high in convenience goods
 - run the model with an added Aldi store at the various locations
- The following map details 9 locations where the above condition is true



SWINDON

Surplus Demand & SiteSelect Locations



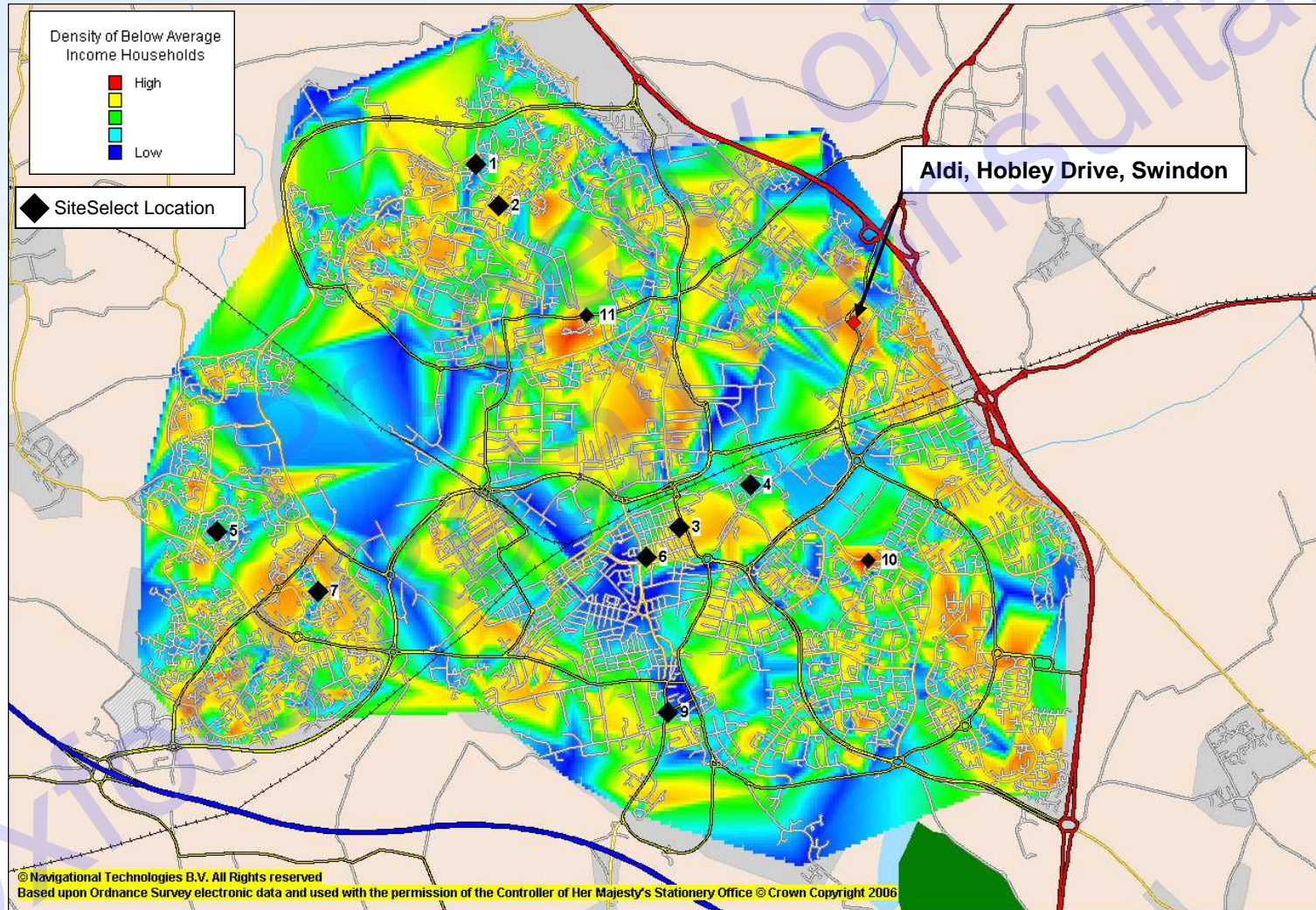
ALDI, SWINDON

- We have also identified areas where there is a high density of households with below average incomes
- This analysis reveals two further potential locations for Aldi in Swindon
- A total of 11 locations can then be analysed



SWINDON

Household Type & SiteSelect Locations



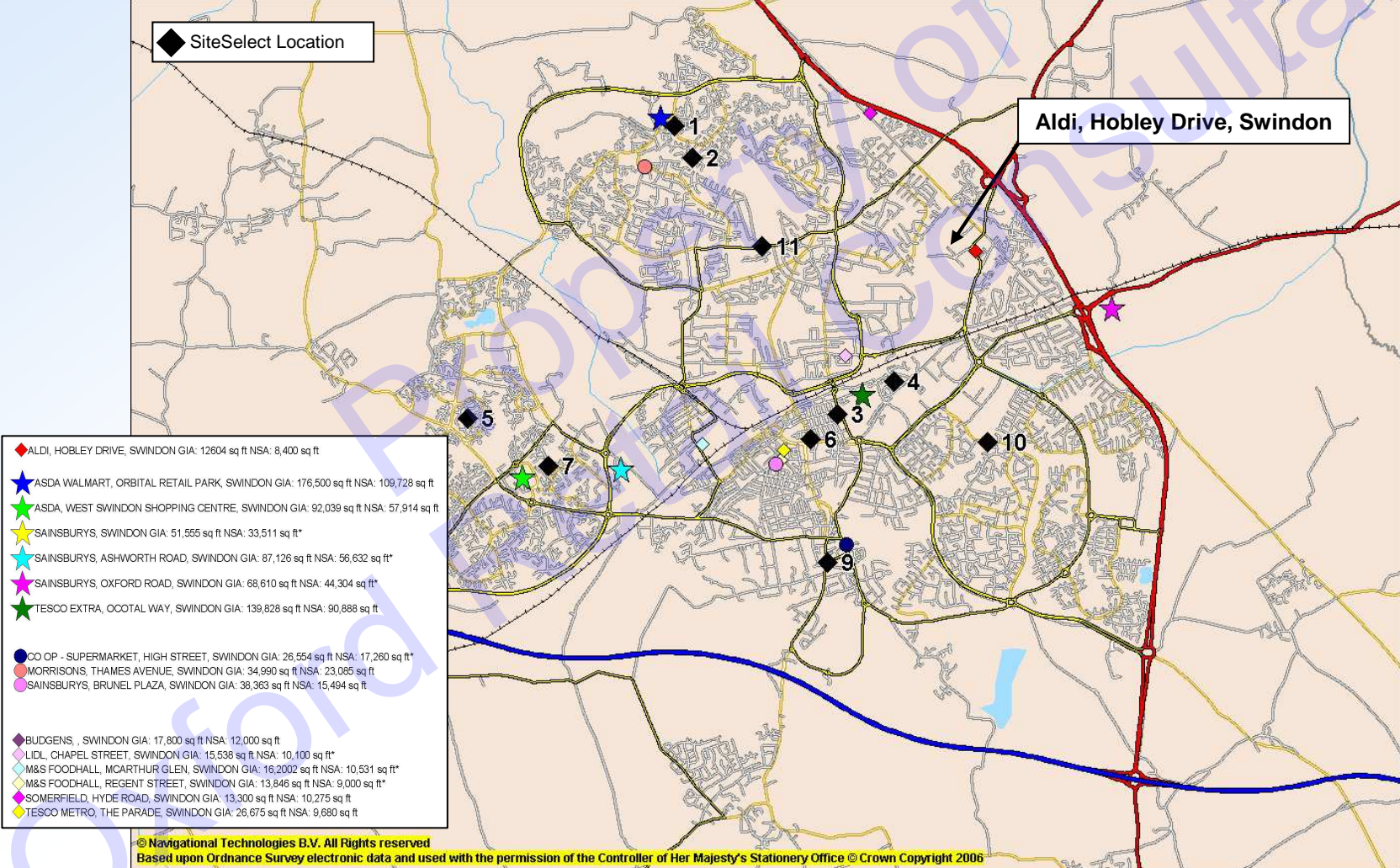
ALDI, SWINDON

- The following map details existing major foodstores in Swindon, and the 11 locations selected as a result of running SiteSelect



SWINDON

Major Foodstores & SiteSelect Locations



ALDI, SWINDON

Forecast Performance

- The table below details our forecast performance of the existing Aldi, Hobley Drive Swindon, and the 11 potential locations identified using SiteSelect
- We have assumed all new stores would be 14,000 sq ft gross, 9,363 sq ft net selling area

	<u>Year</u>	<u>Area</u>		<u>Forecast Sales</u>	<u>Net Sales Density</u>
		Gross	Net	(£000)	(£/sq ft)
Aldi, Hobley Drive, Swindon	2006	12,604	8,400	2,315	276
	2008	12,604	8,400	2,493	297
Location 1	2008	14,000	9,363	1,874	200
Location 2	2008	14,000	9,363	2,107	225
Location 3	2008	14,000	9,363	2,267	242
Location 4	2008	14,000	9,363	1,965	210
Location 5	2008	14,000	9,363	3,825	409
Location 6	2008	14,000	9,363	4,694	501
Location 7	2008	14,000	9,363	4,035	431
Location 8	2008	14,000	9,363	3,826	409
Location 9	2008	14,000	9,363	3,263	348
Location 10	2008	14,000	9,363	2,722	291
Location 11	2008	14,000	9,363	2,663	284

