



# LOCATION WORLD 2017

24-25 JANUARY, 2017

Hyderabad International Convention Centre, Hyderabad, India



## LOCATION: DRIVING BUSINESS INTELLIGENCE

Learnings from Ipsos

# Business Context

Growth roadmap for a diversified business house

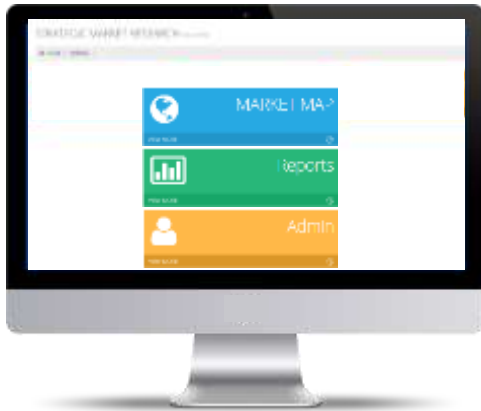


- One of the largest conglomerates in United Arab Emirates
  - Present across Automotive, Retail, F&B, Real Estate, Construction, Travel, Logistics amongst other
- 
- Growth roadmap with following objectives,
    - ✓ Identify opportunities in UAE and beyond in the GCC and MENA regions
    - ✓ Develop the portfolio strategy and roll-out plan
    - ✓ Develop a **dynamic interface** for business to refer and update

# A Customized Web portal

## Inputs for Portal/Market Intelligence

Demographic Parameters + Business Intelligence



 Demand Baseline       Future Demand Centers  
 Competitive Presence

## Functionality of the portal

 1 stop shop  
Group Market Intelligence

  
Compatibility

  
Internal Search Engine

  
Scientific Depiction of Population Statistics

  
Location of market entities

  
Scalable

# Network Development

## Client



Location of client  
showrooms and workshops

## Competition



Competitive Network

## Demand Centers



- Real Estate
- Retail
- Industrial
- Infrastructure
- Oil and Gas



Network development plan

# Retail Planning

## Population Distribution



Density Distribution by Zone

## Demographic Profiling



Parameters such as housing, car penetration, income, population, lifestyle index, for each zone

Targeting, marketing and expansion plans

# Challenges

- Client understanding of spatial representation
- Disparate sources of data / integration
- Availability of resource pool



# LOCATION WORLD 2017

24-25 JANUARY, 2017

Hyderabad International Convention Centre, Hyderabad, India



THANK YOU  
Karthik Ramamurthy