

# Site Potential Report

## Introduction

A Site potential report (SPR) is a market assessment of an area drawing together demographics, competition and site specific data.

It is required when a site is under consideration for a potential store and the trade area suitability needs to be assessed for its suitability.

Spectrum can either visit the site under consideration or do the analysis with no site visit.

## Research Methodology

Information is provided for the site's local catchment or trade area, which may be a postcode, a distance radius, or a travel time radius or any area defined by the client.

General information is also provided at 1km, 2km, 3km ... radii, so you can gauge how your market varies with increasing distance from the site.

## Deliverables

More than just demographics, a SPR includes information on:

- Local competition names & addresses
- Population growth / decline
- Socio-Demographics / Lifestyle Information
- Business Counts & Employment
- Exposure Analysis
- A Trade Zone Map (with competition locations if required)

Additional information can be incorporated at a client's request. This may include:

- Shopping Centre Activity Reports
- Retail Census
- Urban Development Forecast
- Household Expenditure (for relevant commodities)

## **Benefits**

Site Potential Reports arm you with all the necessary information required to evaluate the current and future market potential of the trade area.

## **Area Potential Reports**

Also available are 'Area Potential Reports', when an exact address is unknown and a clients would like to assess the area as a whole for market suitability.

## **Cost**

To discuss costs and options, please contact Spectrum Analysis Australia on 61 3 9830 0077. Alternatively, e-mail [spectrum@spectrumanalysis.com.au](mailto:spectrum@spectrumanalysis.com.au)