

Dealer site reports

Key information specifically designed for the independent dealer to support site acquisition and shop development projects.



As a response to requests from the independent dealer sector, Experian Catalyst has designed a series of low cost pre-defined report packs specifically to help dealers with their acquisition and shop development projects.



The independent dealer sector in the UK is ambitious and has a good understanding of the forecourt market. There are around 5,700 forecourts in the UK owned by the independent dealers sector and Experian Catalyst has detailed information on every one of them. Many independent dealers are on the lookout to acquire other sites at the right price and they are always looking at opportunities to maximise the potential of their forecourt shops.

The property valuation companies are the experts in assisting the independent dealer to find and acquire new sites. The shop franchise companies will help the independent dealer to develop their forecourt shops.

Now even before you approach these experts you can quickly find out about any open site in the UK, its local competition (fuel & shop) and what the consumers in the local area are like.

A series of standard pre-defined reports are grouped together into five sets designed to address the dealer's requirements, but each report can be purchased separately if required.

Choose between the five report sets most suited to your project (see below). All reports are available on quick turnaround delivered by e-mail and require minimal information from you – typically we need to know the location of interest (postcode and existing site name)

1. Acquisition Report Set - £1,250

- Standard Catalist Site Report
- Fuel Price History Report (site plus 4 Competitors)
- Understanding Demographics Report
- Understanding Grocery Landscape Report
- Grocery Spend Report
- Shop Point Report

2. Shop Redevelopment Report Set £900

- Understanding Demographics Report
- Understanding Grocery Landscape Report
- Grocery Spend Report
- Shop Point Report

3. Shop Re-evaluation Report Set

- £600
- Understanding Grocery Landscape Report
 - Grocery Spend Report
 - Shop Point Report

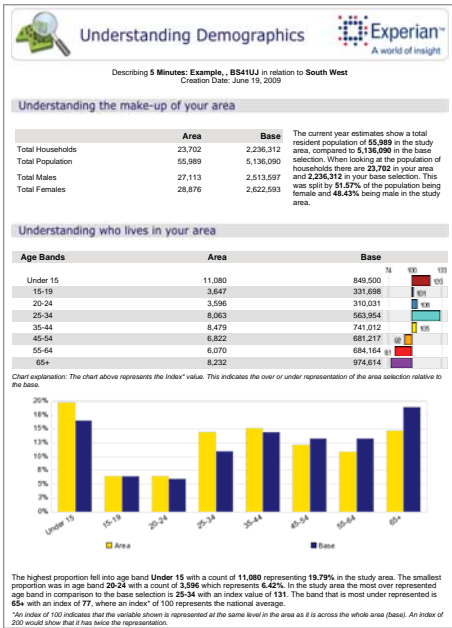
4. New 'Greenfield' Site Report Set

- £2,700
- Cataliser New Site Report (with 2 Scenarios)
 - Fuel Price History Report (5 Competitors)
 - Understanding Demographics Report
 - Understanding Grocery Landscape Report
 - Grocery Spend Report
 - Shop Point Report

5. Full Redevelopment Report Set

- £2,100
- Cataliser Site Report (with 2 Scenarios)
 - Fuel Price History Report (site plus 4 Competitors)
 - Understanding Demographics Report
 - Understanding Grocery Landscape Report
 - Grocery Spend Report
 - Shop Point Report

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Experian Catalist site report (£300)

Standard Experian Catalist site report for any existing open site in the UK. Basic trade area 5km – 10km depending on location. Shows fuel & shop strengths & weaknesses of the site and competition in the context of the local area. With a map and photos.

Cataliser site report (with 2 scenarios - £1,250)

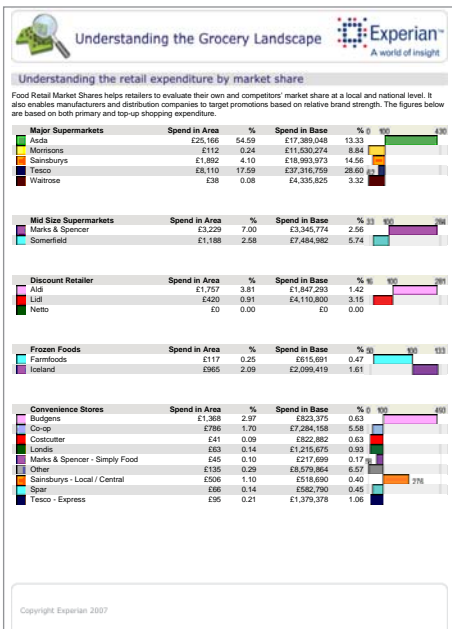
Cataliser site report for any existing open site in the UK together with two scenarios for site development. Basic trade area 5km – 10km depending on location. Map & photos. Shows fuel & shop strengths & weaknesses of the site and competition in the context of the local area and the predicted volume and shop sales effects of two 'change' scenarios.

Understanding demographics report (£350)

A standard demographics report. 5 minute off-peak drive time centred on post code & compared to base region (South East, South West etc) Shows key demographic details and consumer behaviour segmentation (Mosaic Groups) information around the site location compared to region base. eg population - resident, daytime & growth; age profile, income, ethnicity etc.

Understanding grocery landscape report (£350)

A standard grocery landscape report. 2 minute off-peak drive time centred on a postcode & compared to base region (South East, South West etc.) Shows grocery spend in immediate area and where it is spent compared to the region base.



Cataliser new site report (with 2 scenarios - £2,000)

Cataliser site report for a new 'Greenfield' site in the UK together with two scenarios for site development. Basic trade area 5km – 10km depending on location. Map & photos. This project includes a visit to the location. Shows fuel & shop strengths & weaknesses of the proposed site against the existing competition in the context of the local area and the predicted volume and shop sales effects of two new build scenarios.

Grocery spend report (includes Shop*Point page - £350)

A standard grocery spend (food & non-alcoholic drinks) report. 2 minute off-peak drive time centred on a postcode & compared to base region (South East, South West etc) Shows detail breakdown by product range of local spend on food & non-alcoholic drinks compared to the region base.

Shop*Point report (included with grocery spend report)

Standard Shop*Point report. showing CTN's, C-stores, off-licences and supermarkets. Shows all shop competition in local area. 2 minute off-peak drive time centred on post code & compared to base region (South East, South West etc.).

Fuel price history report (site plus 4 competitors - £270)

Daily retail fuel price history (unleaded & diesel) for previous six months for the site plus nearest four competitors. A formatted excel file is provided for this report. Shows fuel price history over six month period.

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