

# Site Reports

Experian Catalist helps you to analyse the strengths of your petrol stations and benchmark them against your competitors'



Have you ever wanted to have an objective assessment of the retailing strengths of a petrol station that really lets you understand how good, or bad, a site may be? If the answer is yes, then Experian Catalist may have just the solution for you.

## Product benefits

- Prevent investment in sites that do not have the core location strengths
- Identify sites with great locations whose performance is currently penalised by poor facilities and/or operations
- Quantitatively assess the strongest and weakest locations in the marketplace
- Invaluable for making informed decisions on future investments
- Make the right choices to yield the greatest returns
- Provide professional reports for investors
- Objective assessments for management performance appraisals.

## Report content

Each report shows the location of the site of interest and its trade area to better understand the competitive landscape.

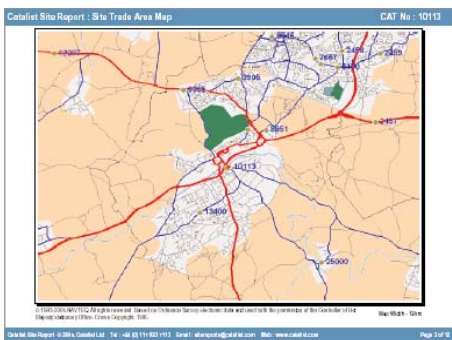
### Map

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### Site overview

- General site information including forecourt, shop, traffic, catering and car wash
- Details on the site's value drivers for fuel and shop retailing
- Site scores for location, facilities and operation with a complete breakdown of each factor
- Performance assessment providing a summary of site scores and estimated fuel volume/shop sales

This information enables you to really begin to understand the structural strengths and weaknesses of a site.



## Product overview

Experian Catalist Site Reports provide an immediate overview of where a site's strengths lie in terms of both fuel and shop retailing, and how it performs compared with competitors in its trade area. Having accurate data in-house means that the data is already analysed and ready-to-go, so reports can be delivered within 48 hours of an order being received.

