

AfriGIS assists retailers to be more effective and efficient

Issued by [AfriGIS](#)

18 Apr 2019

by reaching only relevant prospective customers and areas

A trade area analysis empowers you to:

- Analyse market-potential and -penetration.
- Visualise your current activity and performance.
- Capture competitor activity in a selected geographic area.
- Model and identify gaps or overlaps in your existing store coverage areas.
- Enhance site selection decisions.
- Predict trade areas around potential locations accurately.
- Improve ROI by opening, closing or moving stores.



[Buy now](#)

Need more information?

[Contact me](#)

"Data is what you need to do analytics. Information is what you need to do business." ~ John Owen

" AfriGIS's Peter Smythe appointed to GeoServer Project Steering Committee 14 May 2024

" Location intelligence is the secret weapon of data-driven banking 13 Mar 2024

" A GIS leap forward in the customer journey 28 Feb 2024

" What are you looking for? 14 Feb 2024

AfriGIS



We create ONE OF A KIND GEOSPATIAL SOLUTIONS. We use geospatial information science to bring information about WHERE to life across industries and in any application. This helps our clients unlock value through better business intelligence.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>