

## Location study:

### Burger King Utrecht

#### Address:

Parijsboulevard 91, 3541 CS, Utrecht, NL

#### Brand:

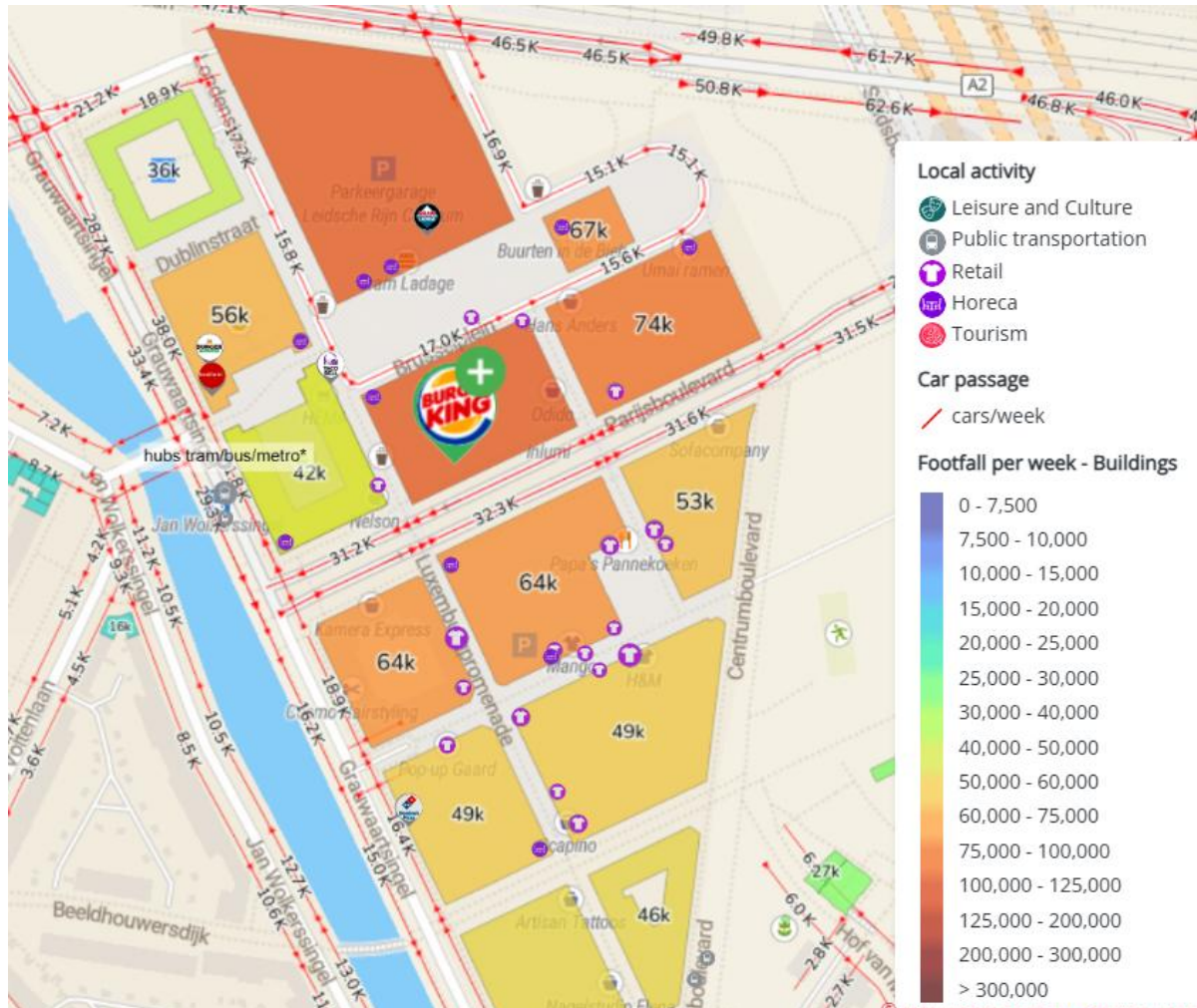
Burger King

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# 1. Description of the simulation

In this report, you will find the results of the simulated location of the new **Burger King** at Parijsboulevard 91, Utrecht.

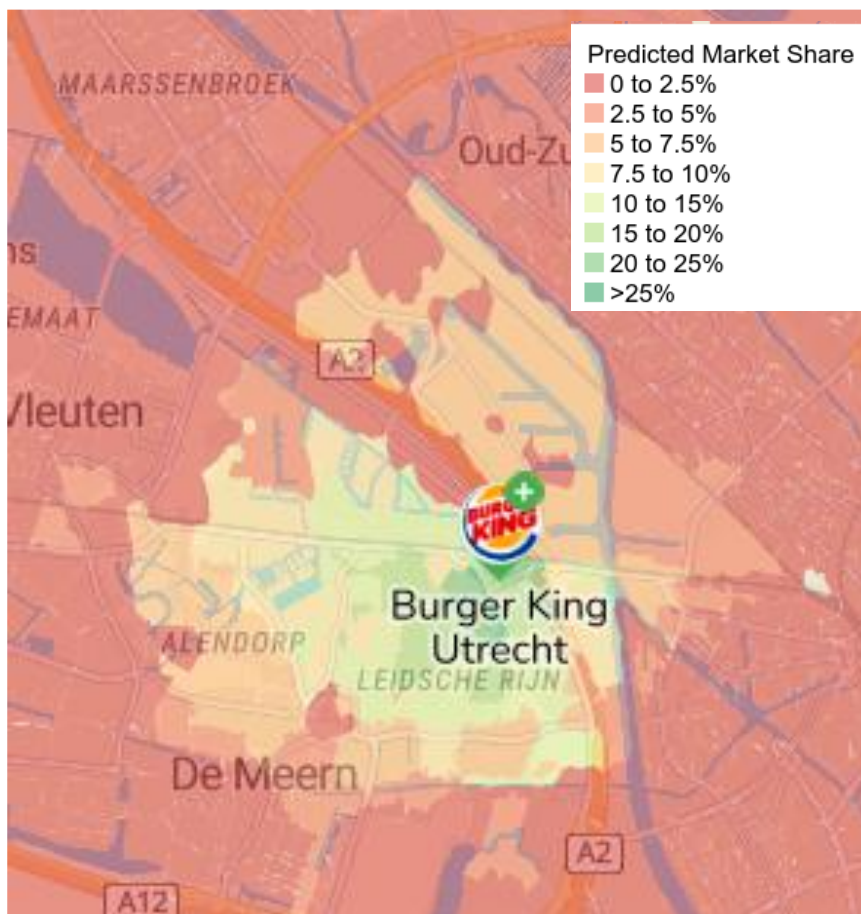


Location of Burger King Utrecht

Remark: In the following report, the location Burger King Utrecht will be benchmarked within its cluster, namely **“Own network”**.

## 2. Predicted sales, catchment area and cannibalisation

Based on the market data, the model predicts a turnover of **2 622 430 €** for this location. The predicted catchment area, based on market shares, can be consulted on the map:



Predicted market share within the catchment area<sup>1</sup>

In the following graph, we compare the predicted sales within the cluster. This result shows that the simulated location is classified within the **72 %** best performing sites.

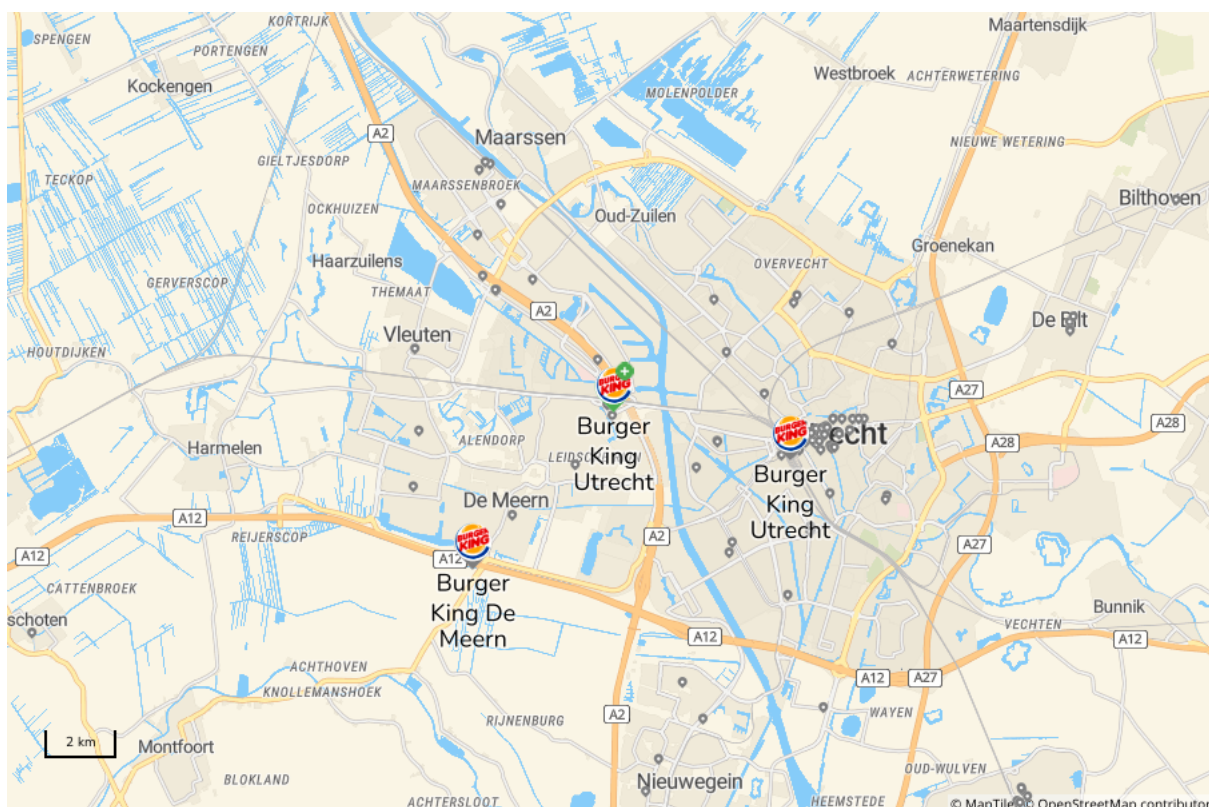
### Predicted sales as compared to the cluster

Predicted sales of the new location as compared to the cluster



<sup>1</sup> A detailed overview of the predicted market shares can be found in attachment

The opening of this new location will partially cannibalize the surrounding locations.



Competitors and other own locations in the neighbourhood

In the table below, you can find an overview of the most cannibalised own locations.

Brand	Address	Cannibalisation (€)
Burger King	Meerndijk 59, 3454hp, De Meern, NL	-134 133
Burger King	Stationshal 10 7a, 3511ce, Utrecht, NL	-52 066

In the table below, you can find an overview of the most cannibalised competitor locations.

Brand	Address	Cannibalisation (€)
McDonald's	Hertogswetering 169, 3543as, Utrecht, NL	-262 623
Domino's	Grauwartsingel 260, 3541da, Utrecht, NL	-106 178
McDonald's	Gildenkwartier 195, 3511dh, Utrecht, NL	-71 786
KFC	De Heldinnenlaan 7, 3543mb, Utrecht, NL	-65 686
McDonald's	Lange Viestraat 3, 3511bk, Utrecht, NL	-60 163
McDonald's	Oudegracht 136, 3511ax, Utrecht, NL	-58 276
McDonald's	Planetenbaan 200, 3606bb, Maarssen-Broek, NL	-55 780
KFC	Vredenburg 13, 3511ba, Utrecht, NL	-55 093

## 3. Location performance indicators

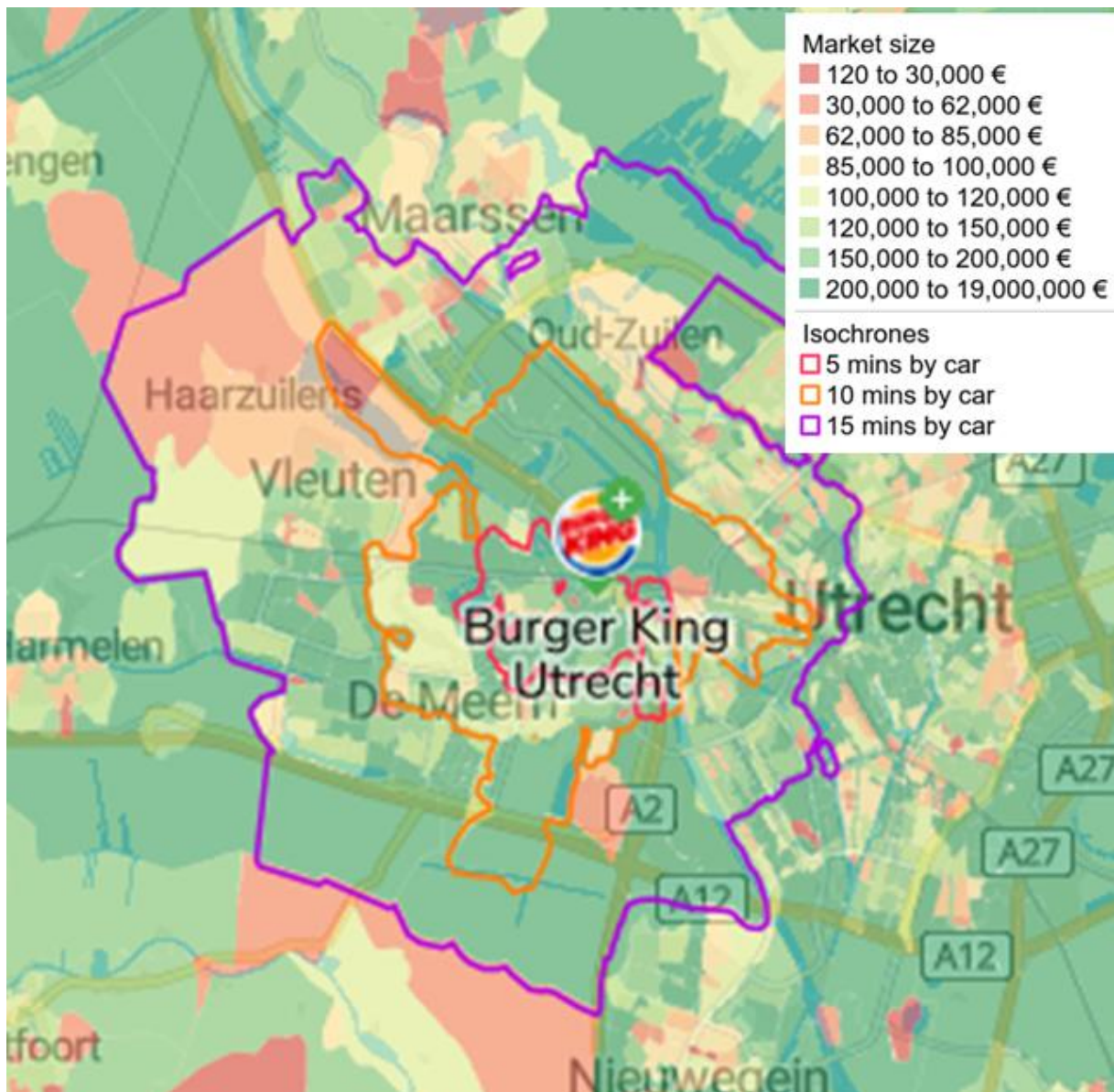
In the next section, we will provide detailed insights into the core factors driving current sales dynamics. Hereby we will start with the four drivers of potential (home potential, work-related potential, passage potential and cross visit potential from local activity). Next we will consider the location characteristics and competitive pressure.

### 3.1 Drivers of market size

#### 3.1.1 Home and work related potential

The market size originates from the **213 620** inhabitants living withing 15 minutes. They represent a market size and spending potential of **51 114 715 € / year**.

Environment analysis	0~5 min by car	0~10 min by car	0~15 min by car
<b>Market size</b>			
Market size	4 074 073 €	15 835 297 €	51 114 715 €
<b>Socio-demographics</b>			
Inhabitants	22 745	66 869	213 620
Average family size	2,42	2,25	2,19
Wealth index	119 %	118 %	111 %
Blue collars	2 470 fte	15 092 fte	36 730 fte
White collars	3 471 fte	22 759 fte	63 269 fte



Market size in the environment

### 3.1.2 Passage related potential

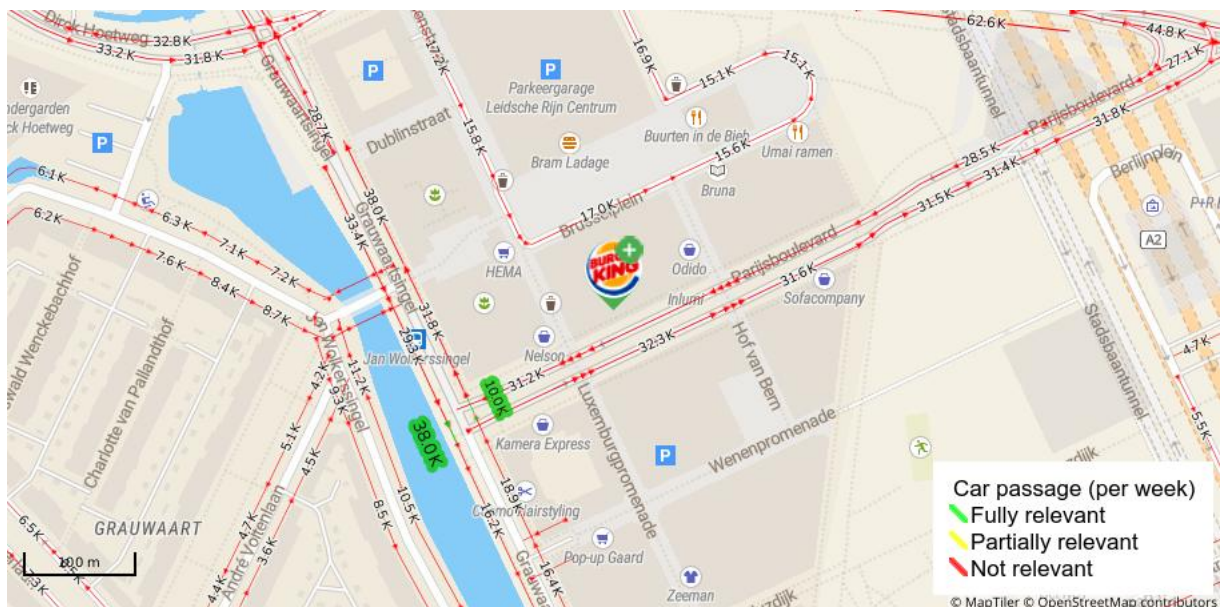
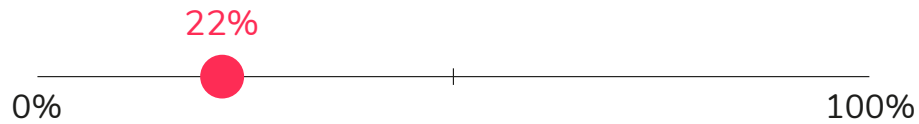
Footfall refers to the number of pedestrians passing in front of the location, while car traffic measures the number of vehicles passing by the location. Both metrics are expressed in weekly numbers. The shopping area visitors refers to the amount of visitors that come to a shopping area on a yearly basis. These metrics are key indicators of potential customer flow.

#### 3.1.2.1 Car passage potential

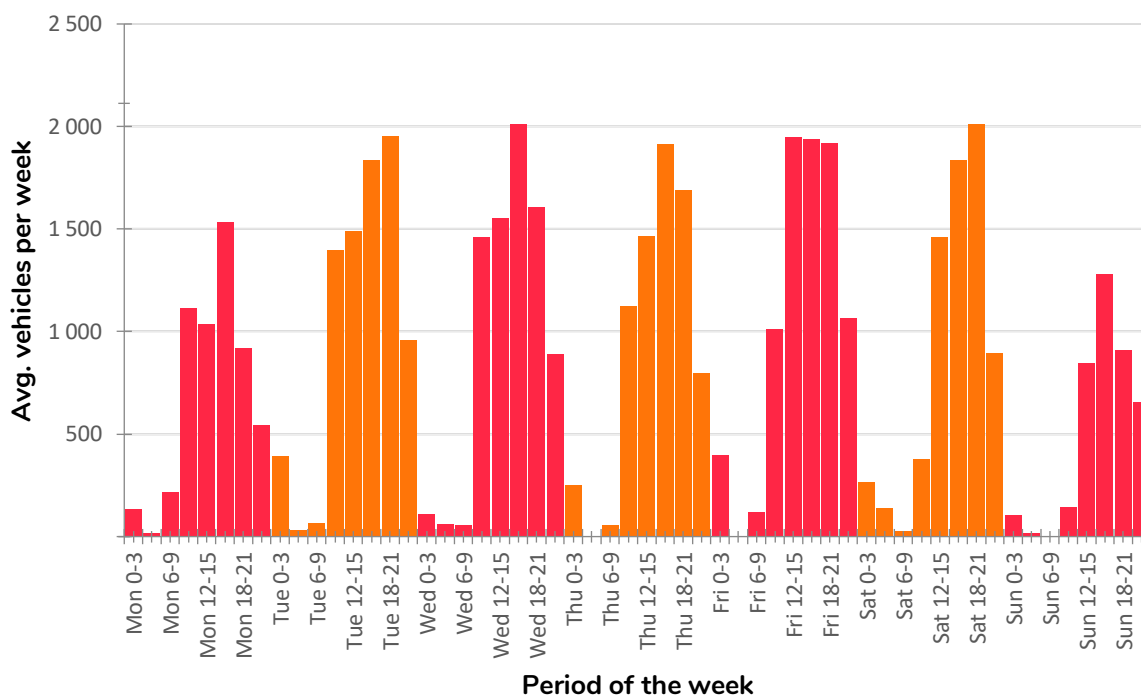
Car passage includes the number of vehicles passing by the location. The location Burger King Utrecht, can capture **48 054 cars/week cars per week**. These figures are represented in the visuals below.

Compared the cluster "Own network", Burger King Utrecht scores 22 % which is below the average of your cluster.

### Car passage as compared to the cluster



## Vehicle passage per period of the week



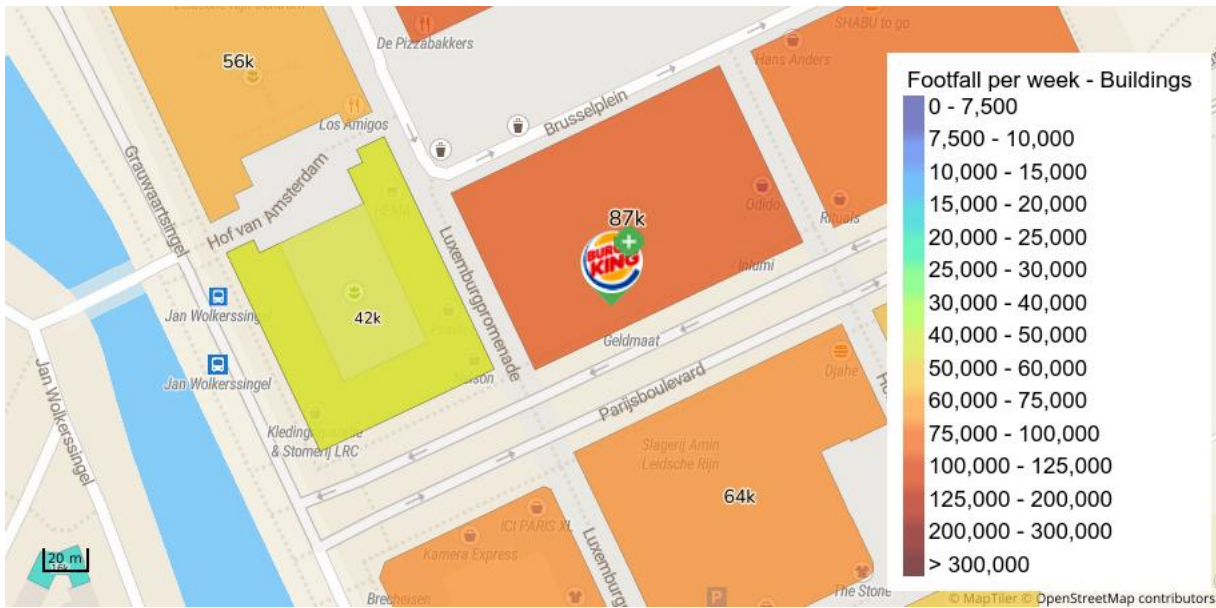
### 3.1.2.2 Footfall potential

Footfall potential refers to the number of pedestrians passing in front of the location. The Location Burger King Utrecht can capture **87 297 pedestrians per week**. These figures are represented in the visuals below.

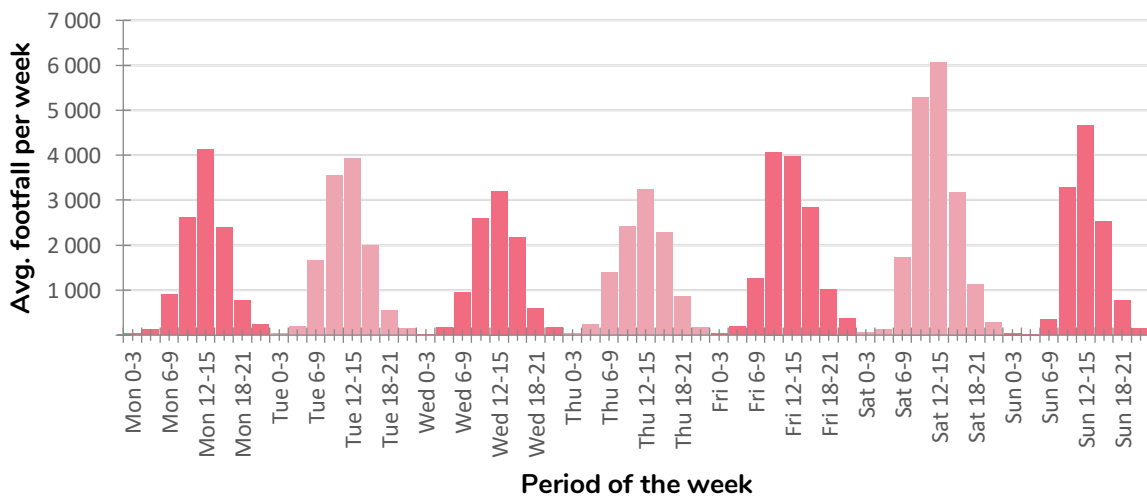
Compared the cluster "Own network", Burger King Utrecht scores 67 % which is above the average of your cluster.

### Footfall as compared to the cluster



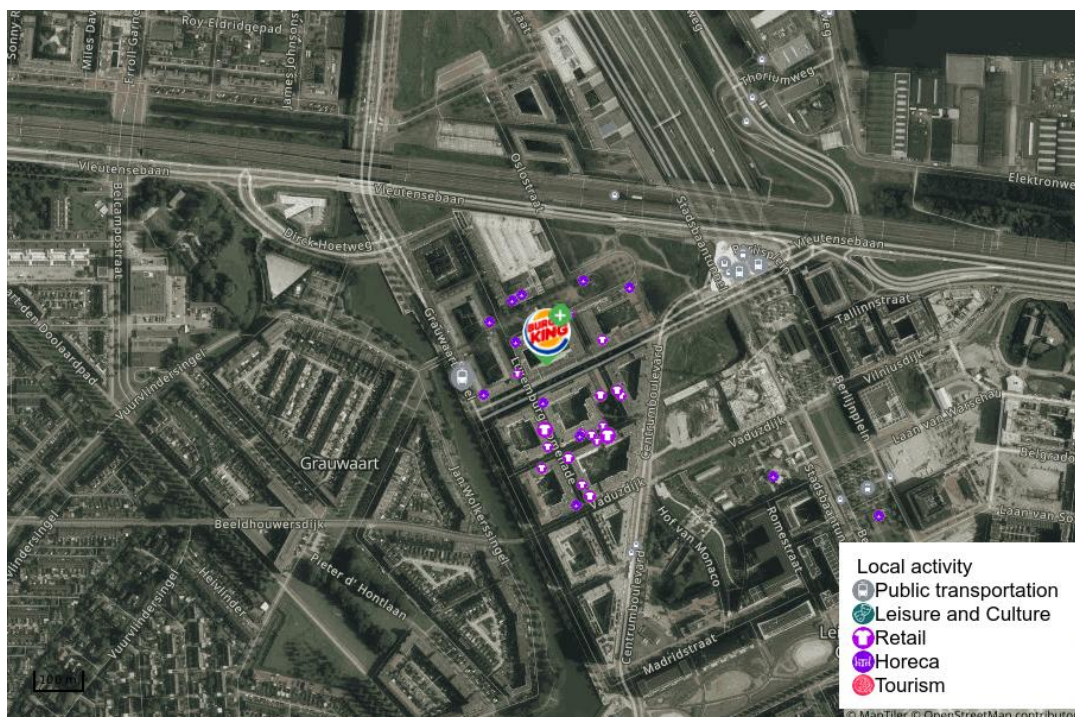


Footfall per period of the week



### 3.1.3 Local activity related potential

The presence of local activity has a clear impact on the performance of locations. The extent to which local activity contributes to purchases depends on the number of visitors, the relevance of those visitors in terms of customer profile and buying motive, and the distance between that local activity point and your location.



Local activity in the neighbourhood

Compared to the cluster “Own network”, Burger King Utrecht scores **66,67 %** which is above the average of your cluster.

### Local activity presence as compared to the cluster



Type: Retail	Visits per year	Distance (in m)	Estimated crossvisits
H&M Utrecht Wenenpromenade	75 000	114 m	1 500
C&A Utrecht Leidsche Rijn	75 000	77 m	1 500
esprit - Utrecht	25 000	116 m	500
Van Uffelen Utrecht	25 000	76 m	500
OFM. Utrecht	25 000	92 m	500
Scapino Utrecht Luxemburgpromenade	25 000	169 m	425
fashion store - Utrecht	18 000	125 m	360
fashion store - Utrecht	18 000	77 m	360
Mango Utrecht Wenenpromenade	15 000	101 m	300
vanHaren Utrecht Wenenpromenade	15 000	100 m	300

## 3.2 Competitive pressure

There are **25** competitors operating **within 15 minutes** from Burger King Utrecht.

The table below provides a detailed overview of their presence and influence within the catchment area.

Competitor	Address	Drivetime (min)
Taco Bell	Brusselplein 191	1
Bram Ladage	Brusselplein 13	1
Burger Business	Grauwaartsingel 446	2
Kwalitaria	Grauwaartsingel 446	2
Domino's	Grauwaartsingel 260	2
Kwalitaria	Verlengde Houtrakgracht 419	5
Subway	Proostwetering 80d	6
McDonald's	Hertogswetering 169	6
New York Pizza	Proostwetering 80e	6
Eetwinkel	Savannahweg 14	7
Kwalitaria	Haroekoeplein 142	9
New York Pizza	Haroekoeplein 144	9
KFC	De Heldinnenlaan 7	9
La Place	Meerndijk 59	10
Foodmaster	Hindersteinlaan 2d	11
BurgerMe	Amsterdamsestraatweg 188	11
Domino's	Marnixlaan 21	11
Kwalitaria	Molenpolder 90	12
New York Pizza	Mereveldplein 32	12
Eetwinkel	Boomstede 205	12
Verhage	Middenburcht 162	13
Halal Fried Chicken	Van Starckenborghhof 90	13
Kwalitaria	Händelstraat 83	13
I Love Sushi	Doornburglaan 15	13
McDonald's	Planetenbaan 200	13
New York Pizza	Bernadottelaan 8	14
New York Pizza	Safariweg 321	14
Domino's	Bisonspoor 1190	15
McDonald's	De Corridor 1	15

## 3.3 Location characteristics

### 3.3.1 Location visibility

Each location in the platform can get a visibility score going from very bad to very good. This is not an automatically calculated parameter, but a manual scoring. By default, for all competitors and tested locations, the value is set to neutral unless you explicitly change it. For this location, the estimation of the visibility is: **Normal**

Visibility	Address
Best	Your locations stands out & gets noticed by everyone.
Good	Some positive element, but not the best.
Normal	The location doesn't stand out, with both positive and negative aspects.
Bad	Large part of passing traffic doesn't notice your location
Worst	Almost nobody notices your location.

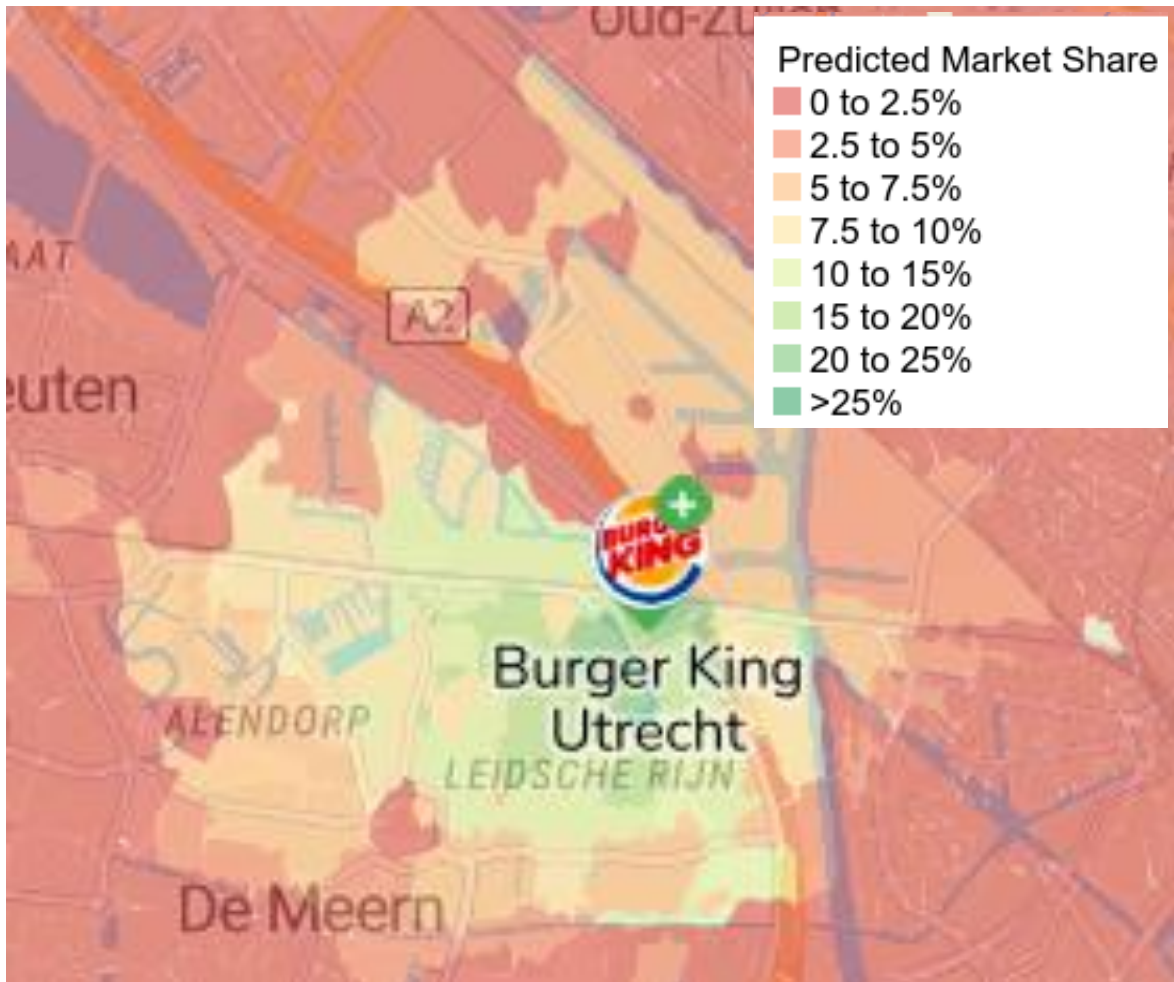
### 3.3.2 Other relevant location characteristics

In addition to visibility and micro-accessibility, each location in the platform is scored on other parameters as well. Below is a list of other manually scored parameters. By default for all competitors and tested locations, the default value will be used unless you explicitly change it.

- The estimated hours open of this location is: **70**
- The estimated parking availability of this location is: **Always sufficient**
- The estimated seatings inside of this location is: **150 seats inside**
- The estimated seatings outside of this location is: **50 seats outside**
- The availability of a drive-through for this location is: **No**

## 4. Local marketing opportunities

Marketing should focus on those zones where the model predicts the highest chances to attract customers. On the map, you can see the zones that together reach 50% of the total predicted sales of Burger King Utrecht. This indicates the **right zones to target** in order to reach an optimal return on investment of your local marketing campaign.



Predicted Market share in environment

The average welfare within 10 minutes is **118 %** and it contains **29 749** households, this can help you to estimate the local marketing costs.

Additionally, the table below provides a detailed **overview of the zones** shown on the map, offering targeted opportunities for marketing interventions.

PC4	Households	Wealth index	Market size (€/year)	Predicted sales	Predicted marketshare	Drivetime to closest location
3541	5 371	122 %	2 443 252 €	302 138 €	12,37 %	0,9 mins
3544	9 196	115 %	4 016 624 €	458 581 €	11,42 %	2,6 mins
3543	4 804	124 %	3 355 101 €	214 601 €	6,40 %	3,3 mins
3542	70	107 %	1 638 671 €	47 574 €	2,90 %	6,5 mins
3532	4 098	113 %	1 412 002 €	22 112 €	1,57 %	6,7 mins
3531	6 929	113 %	2 809 449 €	24 376 €	0,87 %	7,4 mins
3454	5 197	115 %	3 887 340 €	93 765 €	2,41 %	7,5 mins
3534	960	106 %	821 409 €	35 663 €	4,34 %	7,9 mins
3551	4 403	106 %	1 509 527 €	12 336 €	0,82 %	8,3 mins
3451	4 927	117 %	2 408 450 €	43 777 €	1,82 %	8,6 mins
3545	837	114 %	2 589 491 €	43 463 €	1,68 %	9,2 mins
3533	4 114	131 %	1 895 611 €	26 414 €	1,39 %	9,6 mins
3553	4 253	108 %	1 314 679 €	13 758 €	1,05 %	10,2 mins
3552	4 115	97 %	1 421 770 €	9 981 €	0,70 %	10,6 mins
3452	5 243	116 %	2 608 551 €	52 743 €	2,02 %	10,9 mins
3554	3 602	90 %	1 281 740 €	12 788 €	1,00 %	11,3 mins
3527	7 186	88 %	2 935 893 €	20 371 €	0,69 %	11,5 mins
3453	3 432	111 %	1 689 159 €	28 012 €	1,66 %	11,7 mins
3608	1 475	96 %	1 540 813 €	9 584 €	0,62 %	11,7 mins
3555	4 189	96 %	1 646 197 €	16 398 €	1,00 %	11,9 mins
3607	5 454	99 %	2 116 076 €	18 270 €	0,86 %	12,0 mins
3606	639	111 %	699 243 €	4 197 €	0,60 %	12,1 mins
3528	16	103 %	1 307 710 €	12 739 €	0,97 %	12,3 mins
3455	209	119 %	110 869 €	1 248 €	1,13 %	13,0 mins
3481	3 345	109 %	3 165 107 €	33 602 €	1,06 %	13,4 mins
3513	4 260	126 %	1 673 561 €	4 594 €	0,27 %	13,4 mins
3511	6 608	139 %	5 280 060 €	7 593 €	0,14 %	13,5 mins
3602	1 389	133 %	632 977 €	6 468 €	1,02 %	13,5 mins
3604	1 074	159 %	516 297 €	4 211 €	0,82 %	13,7 mins
3605	2 897	92 %	1 247 920 €	9 757 €	0,78 %	13,7 mins
3611	260	168 %	95 347 €	1 003 €	1,05 %	14,3 mins
3563	3 582	79 %	1 624 959 €	10 652 €	0,66 %	14,7 mins
3621	4 970	116 %	3 697 733 €	25 458 €	0,69 %	14,7 mins
3603	1 107	148 %	518 776 €	4 288 €	0,83 %	15,1 mins
3562	4 794	77 %	1 910 383 €	7 898 €	0,41 %	15,4 mins
3601	3 439	109 %	1 412 540 €	14 804 €	1,05 %	15,4 mins
3515	3 568	116 %	1 266 066 €	4 767 €	0,38 %	15,5 mins
3561	4 425	77 %	1 746 896 €	7 635 €	0,44 %	15,5 mins
3521	4 098	143 %	4 157 205 €	14 067 €	0,34 %	15,5 mins
3526	6 780	83 %	3 854 893 €	25 848 €	0,67 %	15,6 mins
3514	4 431	128 %	1 612 543 €	3 848 €	0,24 %	15,7 mins
3417	4 191	105 %	1 944 651 €	23 236 €	1,19 %	15,7 mins
3564	4 392	69 %	1 664 160 €	9 701 €	0,58 %	15,8 mins
3565	54	93 %	539 726 €	5 731 €	1,06 %	16,5 mins
3438	4 583	104 %	1 853 260 €	9 780 €	0,53 %	16,8 mins
3571	5 288	127 %	1 886 207 €	7 911 €	0,42 %	17,0 mins
3628	1 435	103 %	665 170 €	7 827 €	1,18 %	17,2 mins
3546	98	98 %	57 917 €	419 €	0,72 %	17,4 mins
3512	6 237	134 %	4 402 557 €	5 973 €	0,14 %	17,6 mins
3612	856	126 %	369 684 €	4 060 €	1,10 %	17,8 mins
3437	6 191	103 %	2 902 780 €	15 858 €	0,55 %	18,1 mins
3402	4 359	93 %	1 626 709 €	10 822 €	0,67 %	18,2 mins
3401	5 397	111 %	2 761 572 €	18 867 €	0,68 %	18,4 mins
3626	255	104 %	1 295 984 €	8 796 €	0,68 %	18,5 mins
3436	2 685	96 %	1 510 183 €	6 600 €	0,44 %	18,7 mins
3522	4 604	113 %	1 561 137 €	6 431 €	0,41 %	18,8 mins
3435	2 765	100 %	1 612 359 €	7 278 €	0,45 %	19,1 mins

## 5. Addendum: about RetailSonar

From location planning to location performance. RetailSonar is **Europe's leading geomarketing company**. We optimize the location strategy for over 200 retailers in more than 15 countries.

We make the difference thanks to:

### **Powerful predictive A.I.**

Benefit from up to highly accurate usage forecasts that are powered by powerful & proven predictive models.

### **A user-friendly platform**

Say goodbye to spreadsheets, complex tooling and incorrect analyses thanks to your own easy-to-use platform.

### **Up to date, best-in-class data**

The most complete database in Europe. We search, scrape and qualify data extensively, so you don't have to.

### **Close follow-up & support**

Our trained consultants and customer academy help you get the most out of the ChargePlanner platform.

## Smart location decisions. Maximum ROI.

RetailSonar offers an unrivalled expertise in enabling **smart location decisions** that drive **maximum ROI** for all stakeholders in the retail and real estate sectors.



### **Plan your location network with confidence**

Predict future usage with an accurate, predictive AI model and the most up-to-date data.

**At the highest accuracy.**



### **Increase the performance of your current network**

Pinpoint the revenue your locations should be making and the right actions to take.

**With just a few clicks.**



### **Speed up decision making & data rework**

Avoid lengthy lead times discussions by calculating business cases in a few clicks.

**In a simple platform.**