

ANALYTICS

BUSINESS
DECISION 

Power tools to power business



www.businessdecision.info

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Evaluate Sites and Analyze Markets

All businesses must know who their best customers are, how to find them, what they buy, and the best sites to attract them. They must determine how easy it is to reach a site and evaluate whether to open a store at a new location or expand an existing one. BusinessDecision helps make informed decisions about current and potential business locations.

Profile Customers and Prospects

The key to successful marketing is for a business to identify their best customers and prospects. Businesses need to know customer preferences, where they like to shop, and how to best reach them. BusinessDecision helps to better understand customers and prospects.

Scan New Markets

As the population changes, consumers change and businesses need to keep pace. For example, as the population ages, a business should know where people are retiring, how they're spending their lifetime savings, and what activities interest them most. BusinessDecision helps to understand the changing demographics and spending habits in a market area.

Determine Market Penetration

Businesses are squeezed between serving loyal customers, offering new products and services to attract new ones, and adjusting to the Internet environment. Understanding market penetration is the key to identifying and exploiting new opportunities. BusinessDecision helps measure penetration to define a market and discover new opportunities.

Tailor the Message to Customers and Prospects

All business messages must effectively reach customers and prospects. Businesses will save money and gain better response by advertising in the media preferred by their best consumers and by tailoring marketing messages to attract them. BusinessDecision helps to pinpoint the media type that will best reach customers and prospects.

Develop, Plan, and Analyze Franchise Territories

To establish successful territories, accurate and detailed planning is essential. Businesses need to identify potential markets and to analyze production and sales performance relative to industry or area averages. BusinessDecision identifies the number, type, and size of businesses in the prospective area to better evaluate competitive sales volumes.

BusinessDecision enables your business patrons to perform the same sophisticated consumer market analysis that is used by America's top companies. BusinessDecision is a database and mapping web service offered to small and medium size business patrons to help grow their enterprise. BusinessDecision combines extensive business, demographic, and consumer household data with geographic information systems.

CIVICTechnologies, Inc.

The leader in geographic information systems for public libraries.

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