



## Case Study

### Organization

Petco

### Location

San Diego, California

### Industry

Retail

# Mitigating the Risks of Expansion

Petco™ is a leading national pet specialty retailer, with more than 1,200 Petco and Unleashed by Petco store locations nationwide.

## What did they do?

Petco staff members began using an Esri® geographic information system (GIS)-based site selection solution to mitigate the risks associated with expanding its network of stores. As the number of stores has grown, so have the risks of selecting inappropriate or marginal locations or new stores that have the potential to cannibalize the sales of existing stores. Petco sought to improve its ability to assess both the sales potential for new locations and any risks. Investing in the Esri solution provided scientific analysis that gave leaders more confidence in their decisions.

## Do I need this?

Opening a new store often requires a long-term property rental contract and significant construction-related capital expenditures. Minimize costly mistakes and improve the performance of sites with accurate site selection using Esri GIS technology.

“With the Esri solution, we have successfully avoided the downside risk associated with several locations, which more than pays for the investment.”

**Shawn Hanna**

Director of Financial Analysis  
Petco

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