

dennree: evolving a location strategy in the organic grocery sector

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About dennree



- Founded 1974
- 920 M € turnover*
- 5.100 employees*
- > 13.000 different products*
- 1.400 organic retailers in 4 European countries*
- > 200 stores in Austria and Germany*

* 2016 figures



Challenges



Location Strategy

Aligning Instincts & Reason

Measure
&
Revisit

Operate & Expand

Initial Operating Capability

Assess & Plan

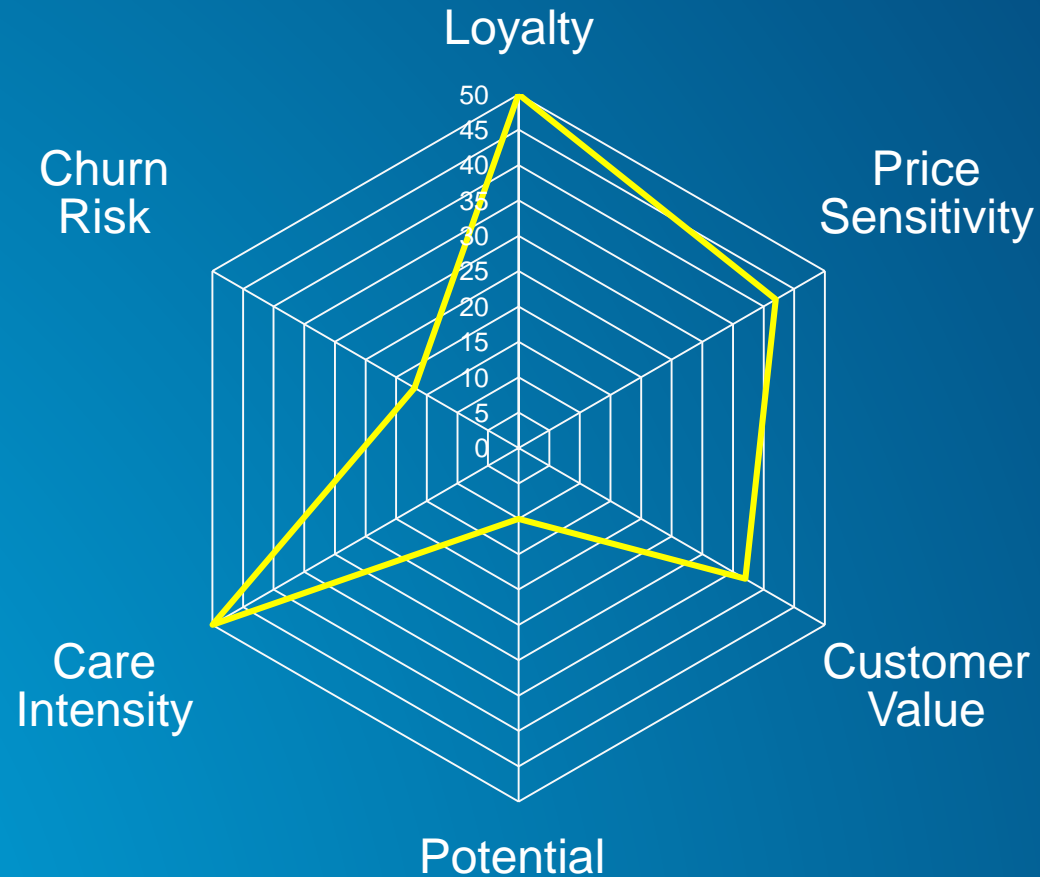
Location Strategy



Location Strategy (ex post)

- Loyalty data, Site-related data, Market Research data, ..., External data
 - weeks of in-depth analytics
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- ✓ „The more Loyalty card owners, the better.“
 - ✓ „The better established a store, the higher the overall revenue.“
 - ✓ „The higher the potential/substantial market size, the higher the revenue.“
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- „The more you know about your local potential (different personas), the better.“
 - „The earlier you invest in a local client relationship, the better.“
 - „The earlier you mess up, the earlier you‘ll loose.“
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- „... and in most cases you‘ll find out later and the hard way!“

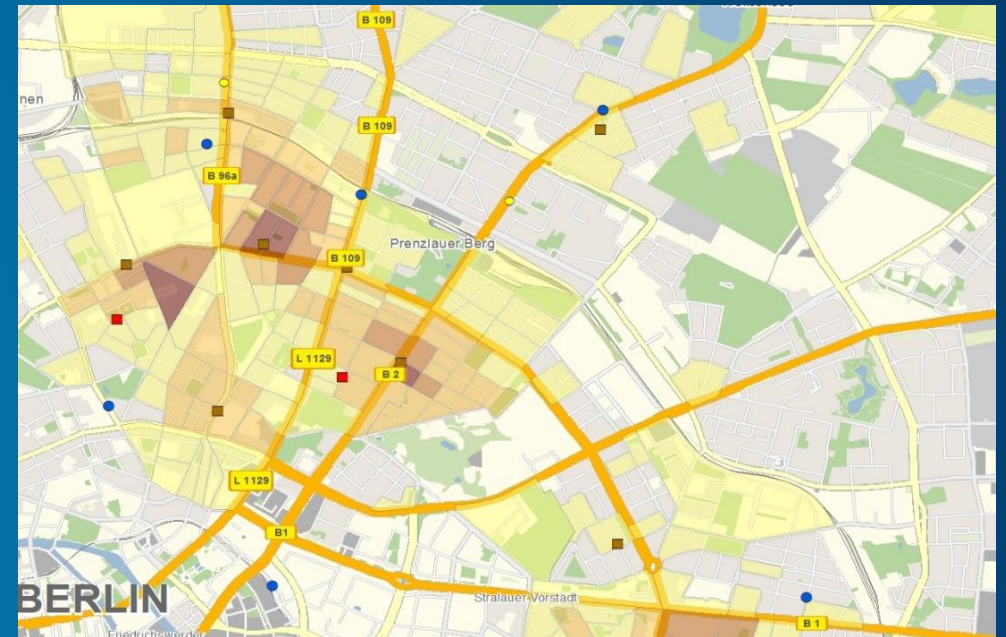
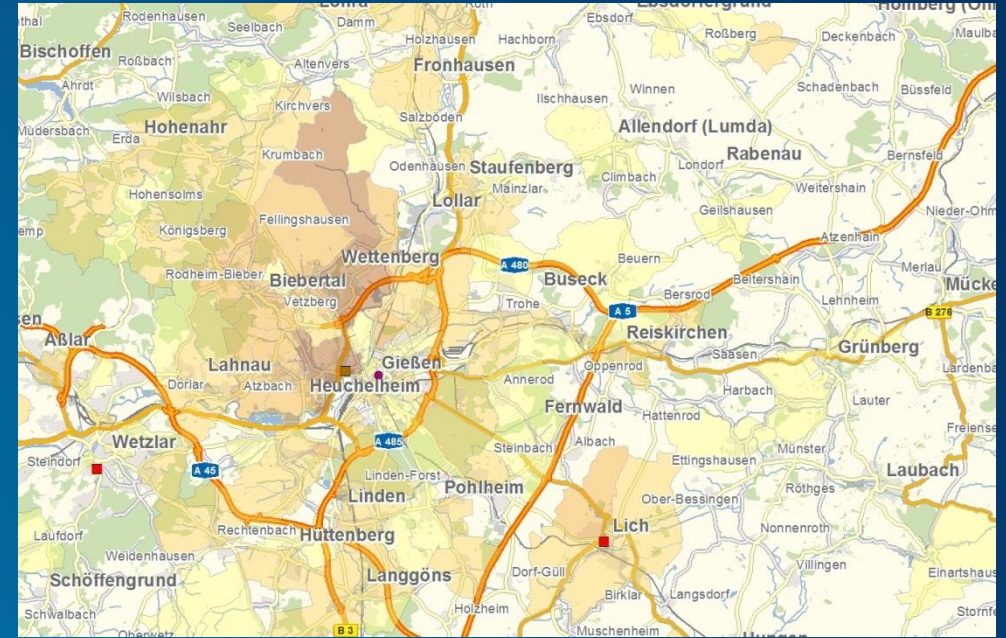
Location Strategy (customer centric)



Solution & Use Cases

Tools for professionals

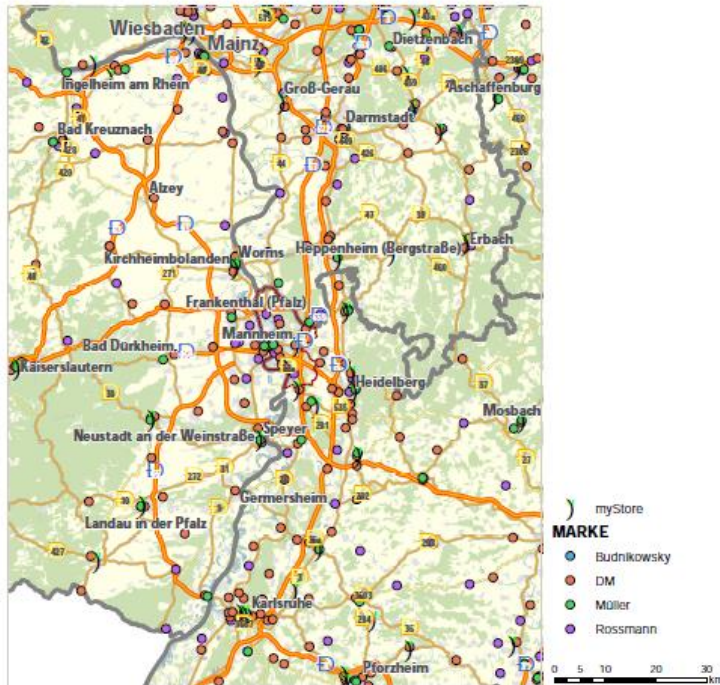
- Understanding WHERE
- Understanding HOW MANY
- Estimating a location specific FORECAST
- Localizing CATEGORY MANAGEMENT
- Calculating location specific CATCHMENT AREAS
- Data based decisions for LEASE EXTENSION
- Minimizing CANNIBALIZATION
- Identifying HOT SPOTS
- Implementing store concepts for FORMER NO GO AREAS



Fast & intuitive functionalities for everyone

Exposé für Mannheim
Angebotsdatum: 15.10.2016

NEXIGA
next level geomarketing



Gemeinde	Mannheim, Universitätsstadt
Kreis	Mannheim
Bundesland	Baden-Württemberg

Einwohner	296.690
Zentralität (D = 100)	145,19
Kaufkraft-Index (D = 100)	95,27
Ausländer	60.319
Ausländeranteil (%)	20,33

Exposé für Mannheim
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next level geomarketing



Umfeldzonen	5 Minuten	10 Minuten	15 Minuten
Einwohner	79.860	222.743	398.315
Kaufkraft-Index (D = 100)	95,53	94,53	95,31
Zentralitäts-Index (D = 100)	613,13	643,24	785,09
Anteil Ausländer (%)	29,66	25,32	19,96

Nr.	Marke	Name	Adresse	PLZ	Ort	Entf. [Min]
1	Rossmann	Rossmann	Willy Brandt-Platz	68161	Mannheim	1,73
2	Müller	Müller	P 3	68161	Mannheim	2,48
3	DM	DM	Sockenheimer Str.	68165	Mannheim	2,50
4	DM	DM	P 2	68161	Mannheim	2,67
5	DM	DM	T 1	68161	Mannheim	3,42
6	DM	DM	F 1	68159	Mannheim	4
7	Rossmann	Rossmann	E 1	68159	Mannheim	4,33
8	Rossmann	Rossmann	Lindenholz	68163	Mannheim	4,97

Exposé für Mannheim
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NEXIGA
next level geomarketing



Umfeldzonen	300 Meter	800 Meter	1000 Meter
Einwohner	867	13.440	52.970
Kaufkraft-Index (D = 100)	104,97	102,82	95,41
Zentralitäts-Index (D = 100)	579,22	462,57	823,86
Anteil Ausländer (%)	22,51	20,46	30,24

Nr.	Marke	Name	Adresse	PLZ	Ort	Entf. [m]
1	Rossmann	Rossmann	Willy Brandt-Platz	68161	Mannheim	735
2	Müller	Müller	P 3	68161	Mannheim	899
3	DM	DM	P 2	68161	Mannheim	964
4	DM	DM	Sockenheimer Str.	68165	Mannheim	1.080
5	DM	DM	T 1	68161	Mannheim	1.215
6	DM	DM	F 1	68159	Mannheim	1.406
7	Rossmann	Rossmann	E 1	68159	Mannheim	1.787

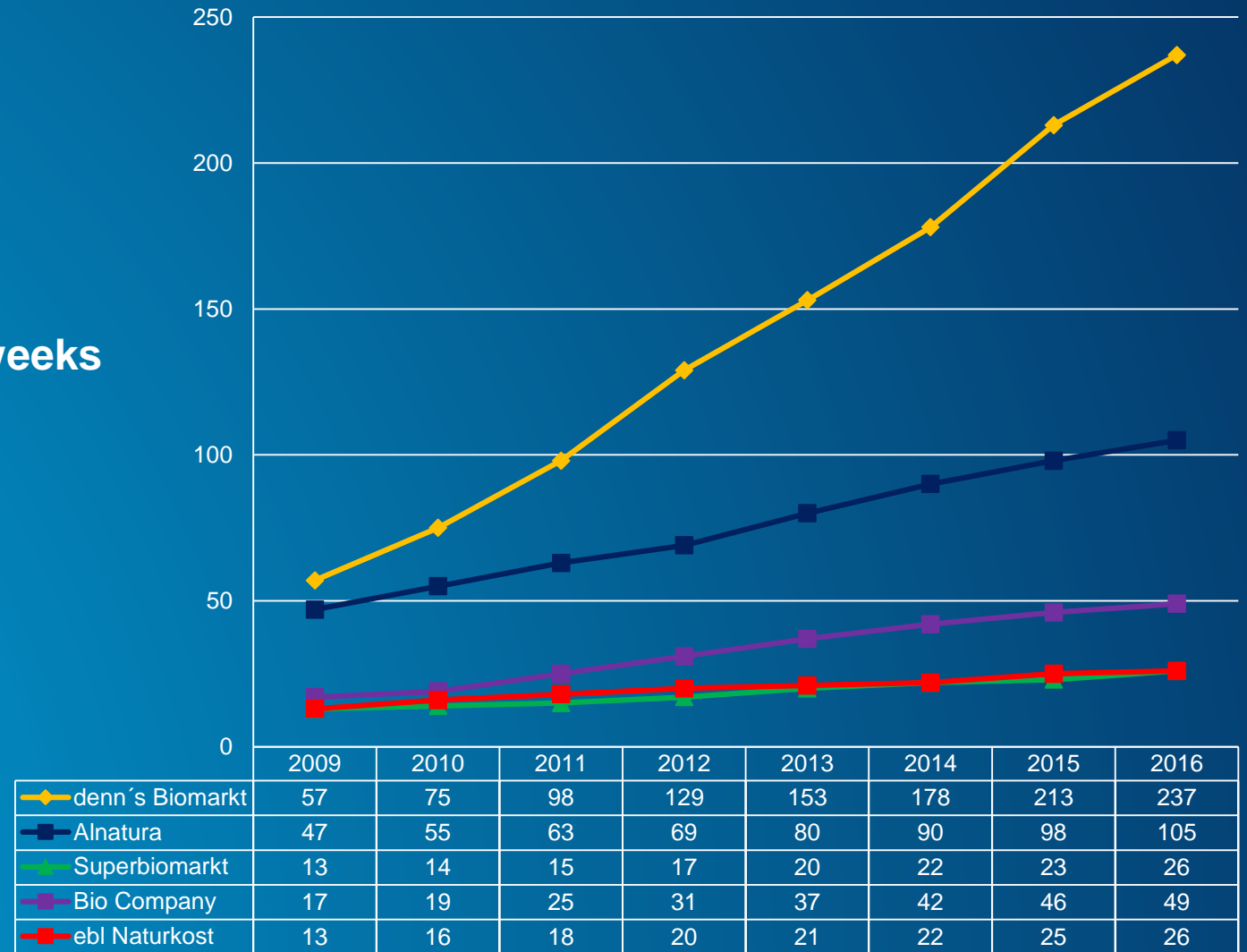
ROI Perspective

Successful Implementation

- Extensive Analytics
- 5 Analysts with Power Tool
- ~90K € initial invest
- Initial operating capability within 2 weeks
- Implementing mobile „ONE-CLICK“
- expanding solutions reach within the whole organisation

Turnover
2015: +31 %
2016: +11 %

currently
+250
stores



**Case Study available online. More information
about us, our expertise and our success stories via:**

www.nexiga.com



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THE
SCIENCE
OF
WHERE