



Beyond
Development
Group.

Franchise Development Consultancy

Superior Real Estate Development
Consulting for **Growth Conscious**
Multi-Unit Franchisors & Franchisees



Market Planning

Market Planning is an in-depth analysis of all current retail / restaurant units within a portfolio. Each franchisee and franchisor should engage in this process every 2-3 years (or during/after a time of major change) to assess the current state and performance of their assets against current and future customer needs.

Market Planning allows owners to establish or update development plans, thereby prioritizing capital and resources.

An additional application of the Market Planning process has been for potential buyers of a portfolio of stores, whereby they gain an understanding of the current assets, along with a forecast of future resource and capital requirements necessary to optimize sales and profits.

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Our Approach

There are a plethora of elements impacting the current and future success or failure of a retail or restaurant unit. BDG absorbs and analyzes all available data and provides guidance to optimize both sales and capital expenditure.

AREA VIABILITY

Through an analysis of geographical & consumer data compared to the brand's core and target consumers, BDG helps you make the determination on the viability of the currently serviced area.

SITE LIMITATIONS

Each brand has a set of site characteristics believed necessary to optimize sales. BDG evaluates each site against your brand's needs, often including characteristics such as accessibility, visibility, parking, traffic flow and generators.

CURRENT SPACE CHALLENGES

Working hand in hand to gain a clear understanding of your business requirements, BDG analyzes your current square footage, image, and occupancy rates to advise on the type and timing of potential capital expenditure.

SALES & PROFITABILITY EXPECTATIONS

Operations has a direct impact on your sales and profitability and can improve or blunt your asset efforts. Using the data available, BDG highlights any operational factors that could be impacting performance.

OPTIMAL ACTIONS & TIMING

Determining the final recommendations and timing for execution is a complex dance. The goal is to make the requirements and limitations come to life in a way that has the most positive impact to your bottom line. Remodel, Relocation, Rebuild and Closure are not small decisions and have lots of moving parts. BDG guides you from inception through the evaluation and decision making to the completion of a plan you feel confident in.

Project Variables

While most of the Market Planning exercise can be completed remotely, travel is often necessary to gain a full understanding of some areas and units. The Market Planning costing excludes any charges related to access to data and analytics platform, and travel.

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