

AfriGIS assists retailers to be more effective and efficient

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by reaching only relevant prospective customers and areas

A trade area analysis empowers you to:

- Analyse market-potential and -penetration.
- Visualise your current activity and performance.
- Capture competitor activity in a selected geographic area.
- Model and identify gaps or overlaps in your existing store coverage areas.
- Enhance site selection decisions.
- Predict trade areas around potential locations accurately.
- Improve ROI by opening, closing or moving stores.



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"Data is what you need to do analytics. Information is what you need to do business." ~ John Owen

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AfriGIS



We create ONE OF A KIND GEOSPATIAL SOLUTIONS. We use geospatial information science to bring information about WHERE to life across industries and in any application. This helps our clients unlock value through better business intelligence.

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