



MARKET STRATEGISTS

By utilising the Talbot LifeCycles segmentation system with customised potential & existing penetration, all best existing & potential customers can be identified.

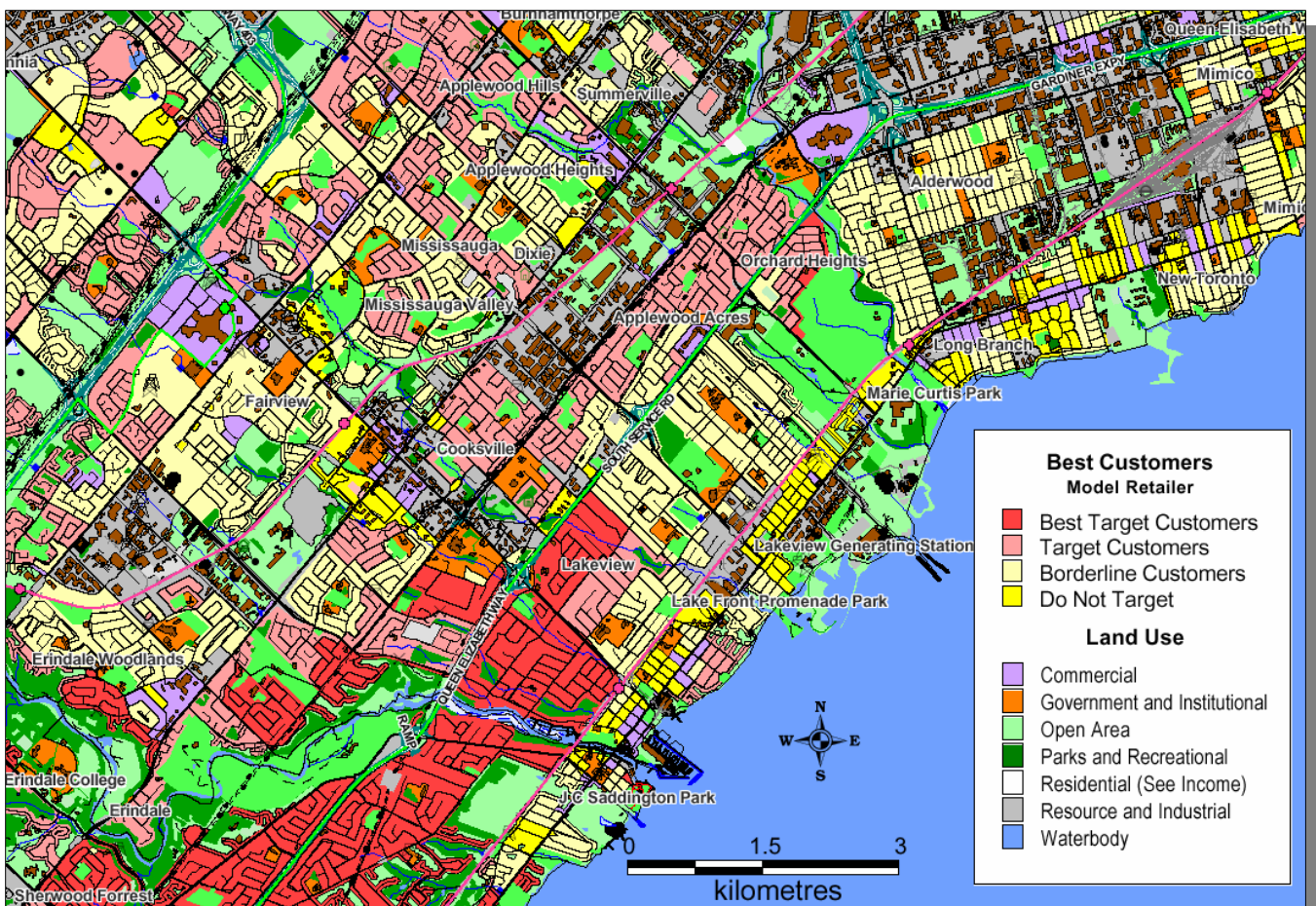
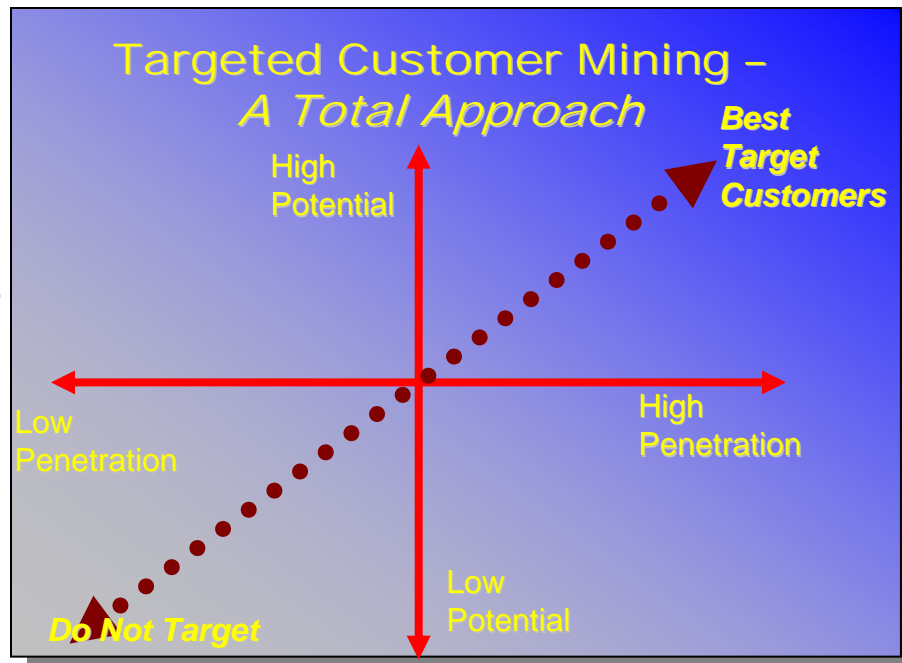
Useful for:

Shopping Centre Feasibility

Store Network Planning

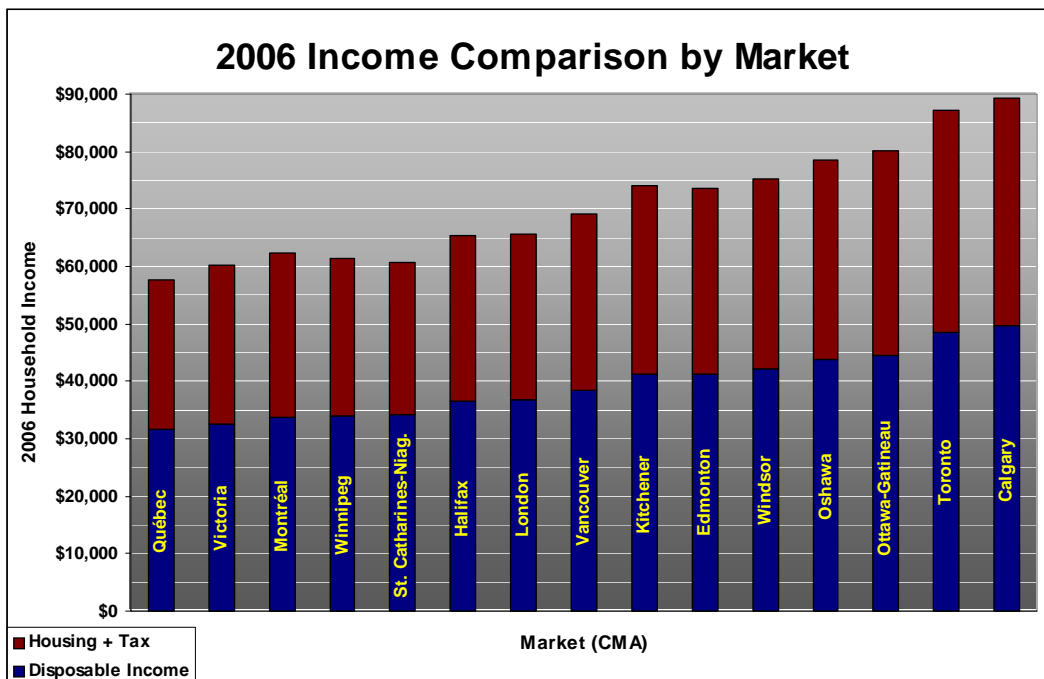
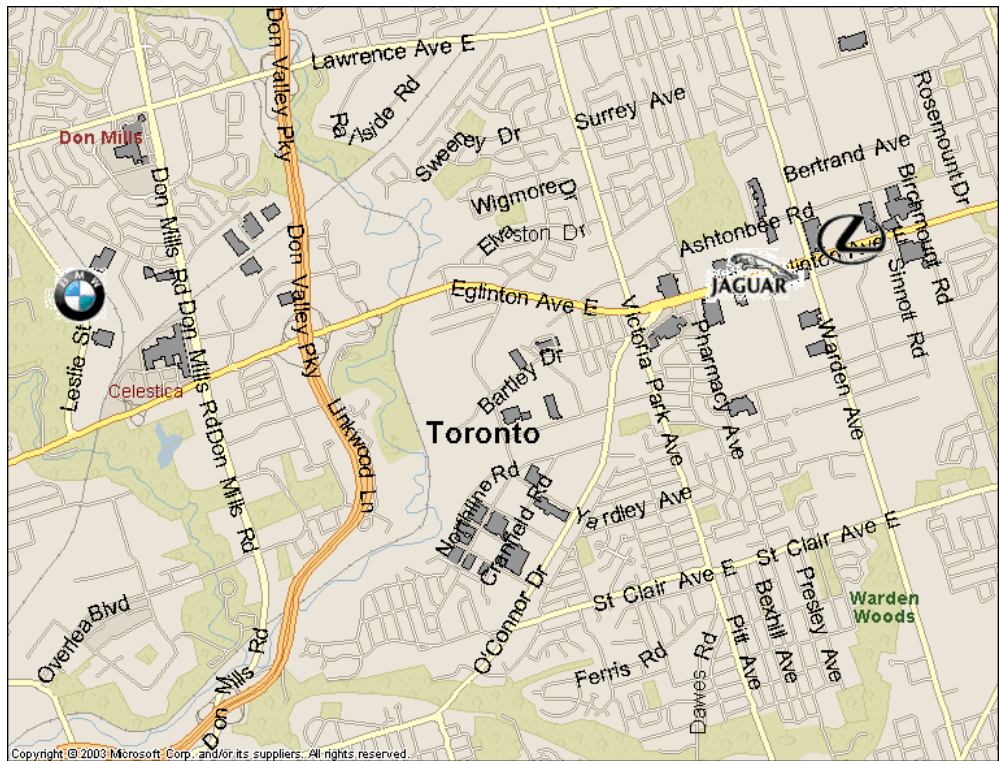
Marketing Strategies

Targeted Flyer distribution



Talbot Consultants works with leading corporations in a number of areas including:

- Competitive Analysis
- Market Share
- Customer Spotting
- Network Strategies
- Sales Forecasting
- Impact Analysis



Regional income differences diminish substantially with disposable income

Talbot Consultants can determine disposable income for any market or trade area where demographics are available



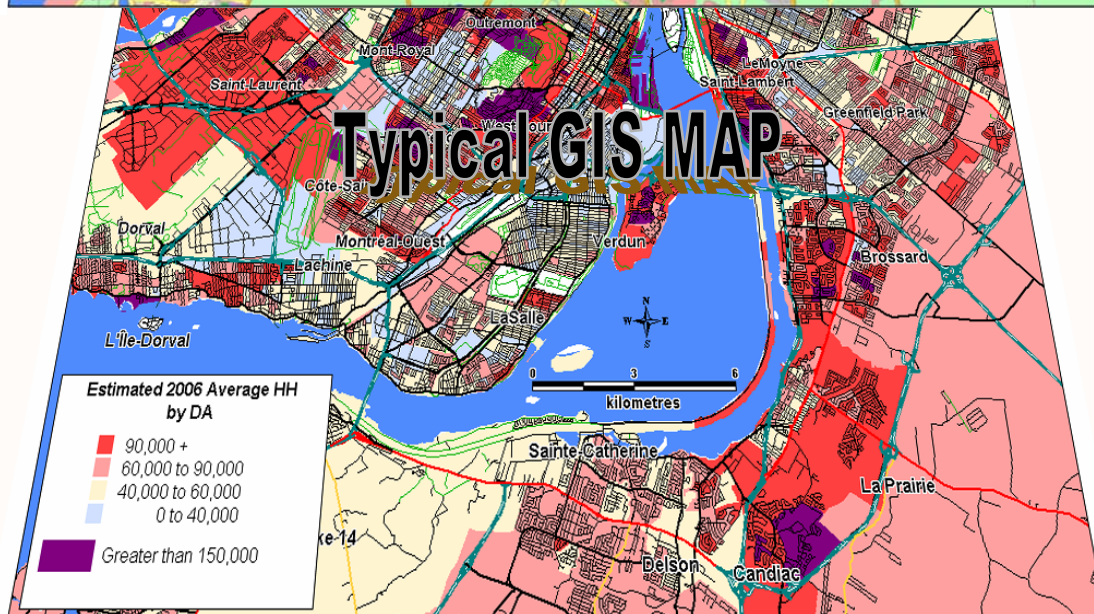
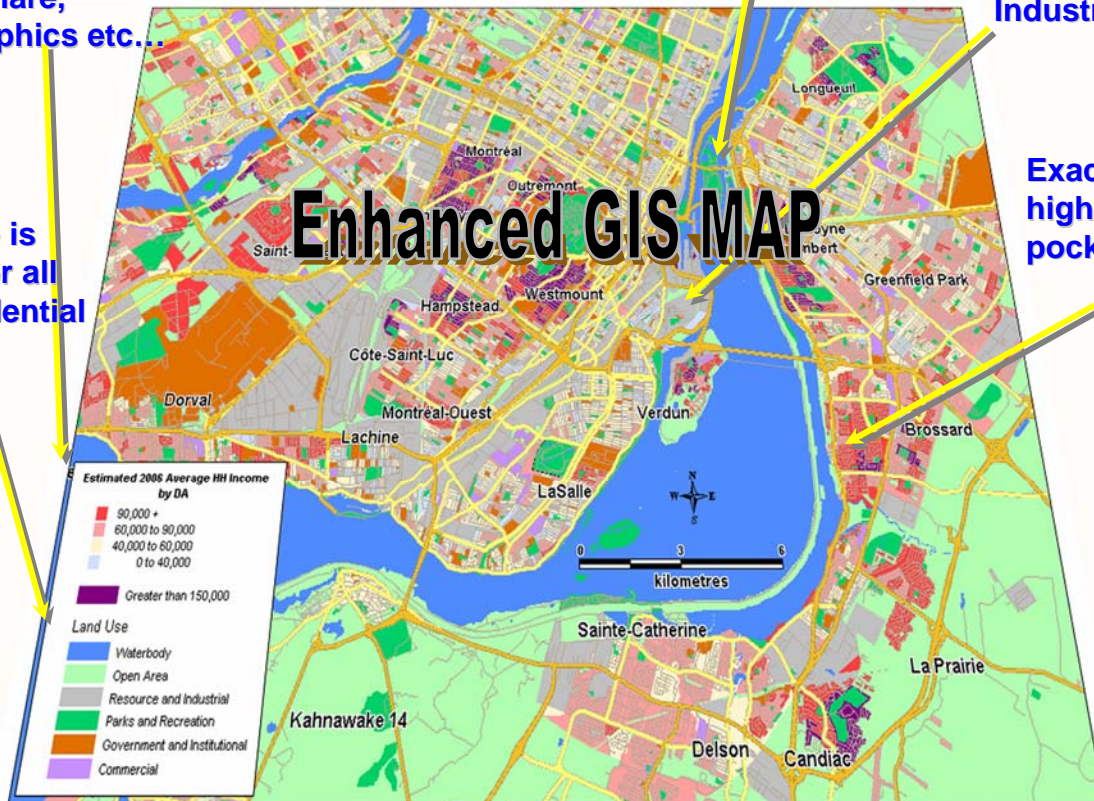
Any variable can
be shown, including,
Sales
Market Share,
Demographics etc...

Physical barriers
clearly identified

Industrial District

Exact extent of
higher income
pockets shown

Land Use is
Shown for all
non-residential
areas



A world map showing the distribution of the world population. The map uses a blue background with a grid of latitude and longitude lines. Landmasses are colored in red and yellow. Red areas represent the majority of the world's population, while yellow areas represent the minority.

Real Estate	Marketing / Advertising	Merchandising / Logistics	Executive Information Systems
Trade Area Delineation	Customer Profiling	Merchandise Demand Modeling	Store Performance
Store Location	Advertising Allocation	Merchandising Mix Development	Store Credit Card Performance
Network Planning	Direct Mailing	Floor Space Allocation	Cannibalisation Analysis
Sales Forecasting Models	Customized Market Demand	Warehouse Location	Competitor Environment
Store Classification	Store and Market Statistics	Delivery Routing	Trade Area Demographics

Website: www.talbotconsultants.com