

Using **Catchment** to pick retail locations

JD Group (JD) uses **Catchment Areas** to better assess new store locations in international markets. Using insights from Huq and consultancy from Adept Insight, the company can access detailed catchment areas for any new retail venue that they wish to consider. This enables JD to measure the size and fit of the consumer opportunity with high accuracy. It also enables them to better understand the competitive influence of surrounding new retail venues, and to investigate the potential impact on neighbouring stores.



✓ VERIFIED ACCURACY

Analysis has demonstrated a very high level of correlation between Huq's retail venue catchments and actual customer flows of JD's existing stores. This has given JD the confidence to use the Huq's retail catchments when evaluating new locations, a real step-change when compared to simple drive-time based catchment methods.

“Huq's catchment insights allows JD to more accurately assess the impact of the wider retail catchment on the sales potential of new store opportunities.

- Alastair Browne,
JD Group Head of Site Research & Strategic Insight