



Performance report

Location: MyCompany Barendrecht

Address: Lorentzweg 4, 2991XM Barendrecht

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1. Executive summary

In this report, you will find insights and explanations regarding the performance of Location **MyCompany Barendrecht, located at Lorentzweg 4**. The Location is currently generating a **yearly turnover of €2.060.985** while the **benchmark** (based upon the predicted turnover by the RetailSonar model), stands at **€2.941.332**. As a result, this location is classified as an **underperformer** in comparison to its potential.

This location has a predicted **turnover split across the different motives** as follows: 15% for residential, 29% for work, 47% for passage

The customer profile reveals that location **visitors** are, on average, **91.4% wealthy**, with an age structure of customers who are mostly **30-45 years** old. For comparison, the benchmark for the chain stands at 99% wealth and an age structure of 35-55 years old. There are 10 competitors operating within 15 minutes from the location.

The **car traffic and footfall** for the Location are 22K cars passing per week and 25K passersby per week, which is below the average for your network, reflecting weaker external traffic dynamics.

Further sections of this report will provide detailed insights into customer insights, location performance indicators and local marketing opportunities in order to maximize the store performance in the future.

2. Customer insights

2.1. How does “MyCompany Barendrecht” perform as compared to the benchmark?

The current yearly turnover for MyCompany Barendrecht is €2.060.985, while the benchmark, based on the RetailSonar model, is €2.941.332. As such, the Location is classified as an **underperformer**, with 18% of the network performing better.

Result for the location as compared to the network



Taking a look at the sales KPIs of MyCompany Barendrecht, the location scores **above average** compared to the benchmark for the following KPIs, **frequency and number of digital oriented customers**. However the location scores **below average** as compared to the benchmark for **penetration and average basket**.

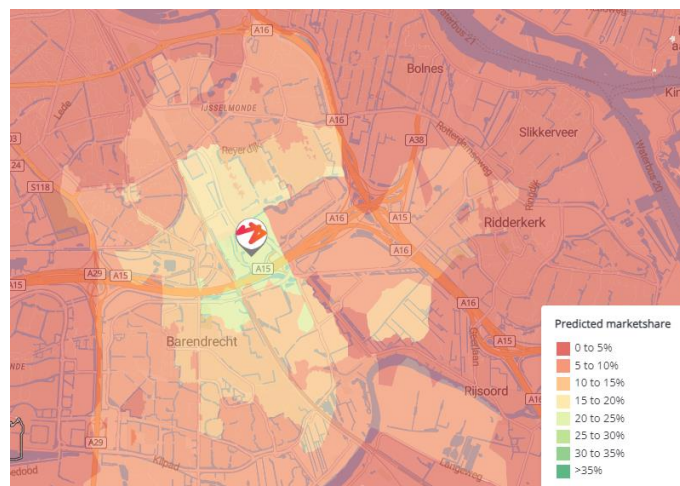
Sales KPIs (within secondary catchment area)	MyCompany Barendrecht	Network Benchmark
Penetration	13.47%	23.00%
Average basket	€28.11	€29.05
Frequency	5.0	4.83
% Digital oriented customers	3.56%	2.96%

The section below will provide further context for these results, offering insights into the underlying factors contributing to the Location's current performance.

2.2. Customer insights for the location

2.2.1. Customer origin for the location

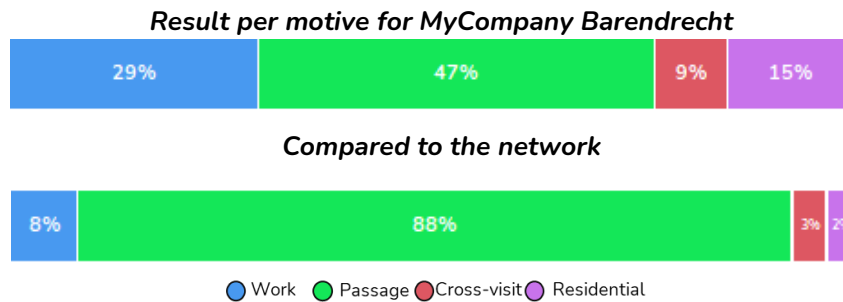
The following figures shows the customer origin for MyCompany Barendrecht.



Overview of the predicted catchment area

2.2.1. Visitor motives for the location

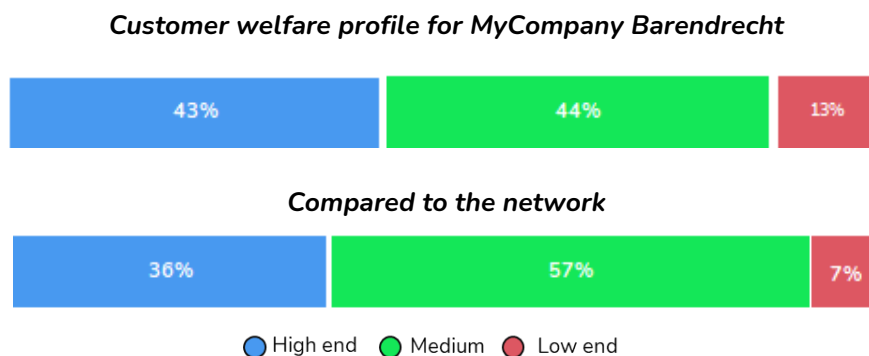
The graph below splits the predicted turnover for the location into four visitor motives. This is also compared to the overall split as calculated for the full network. This overview gives insights in how you can reach and activate the local environment in the best possible way.

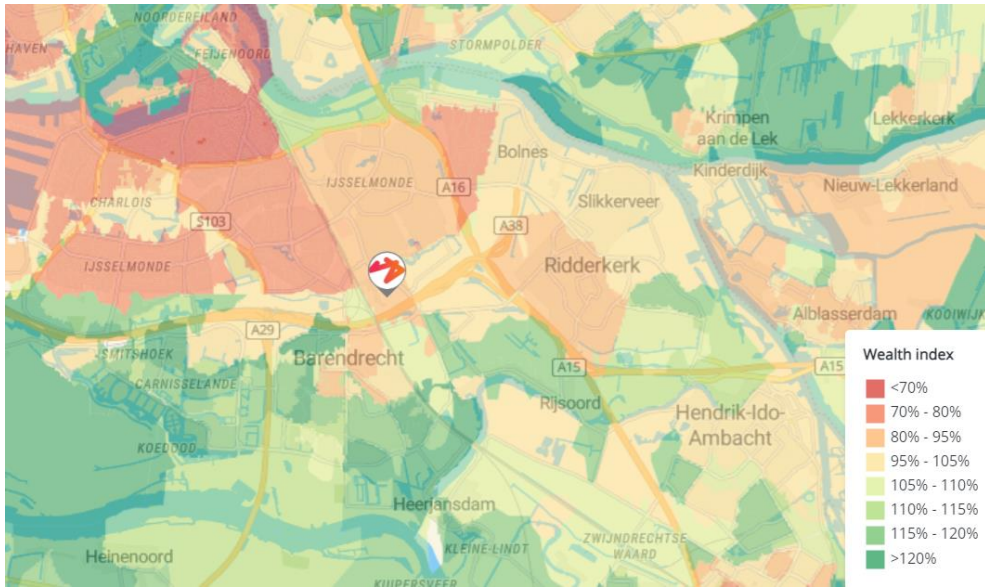


2.2.2. Customer profile for the location

The customers visiting MyCompany Barendrecht have an **average wealth index of 91,4%** and an **age of 36 years old**. For both customer profile characteristics we also foresee a comparison with the overall customer profile for the full network to provide you insights in the specificities of your location such that you can adjust your pricing strategy and product offering to your customers.

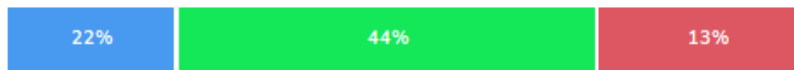
These factors play a crucial role in shaping the Location's potential and performance.



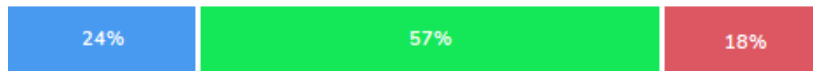


Overview of the wealth index

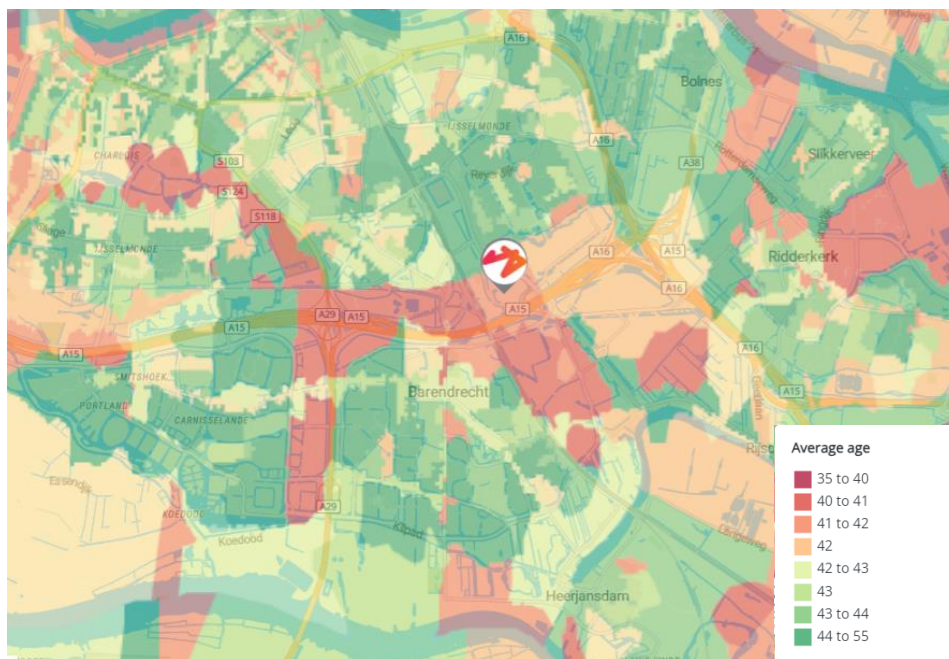
Customer age profile for MyCompany Barendrecht (average 36 years old)



Compared to the network (average 41 years old)



● <18 yrs ● 18 - 65yrs ● >65 yrs



Overview of the average age

3. Location performance indicators

In the next section, we will provide detailed insights into the core factors driving current sales dynamics. Hereby we will start with the four drivers of potential (residential potential, work-related potential, passage potential and crossvisits potential from local activity). Next we will consider the location quality parameters and competitive pressure.

3.1. Drivers of market potential

3.1.1. Residential related potential

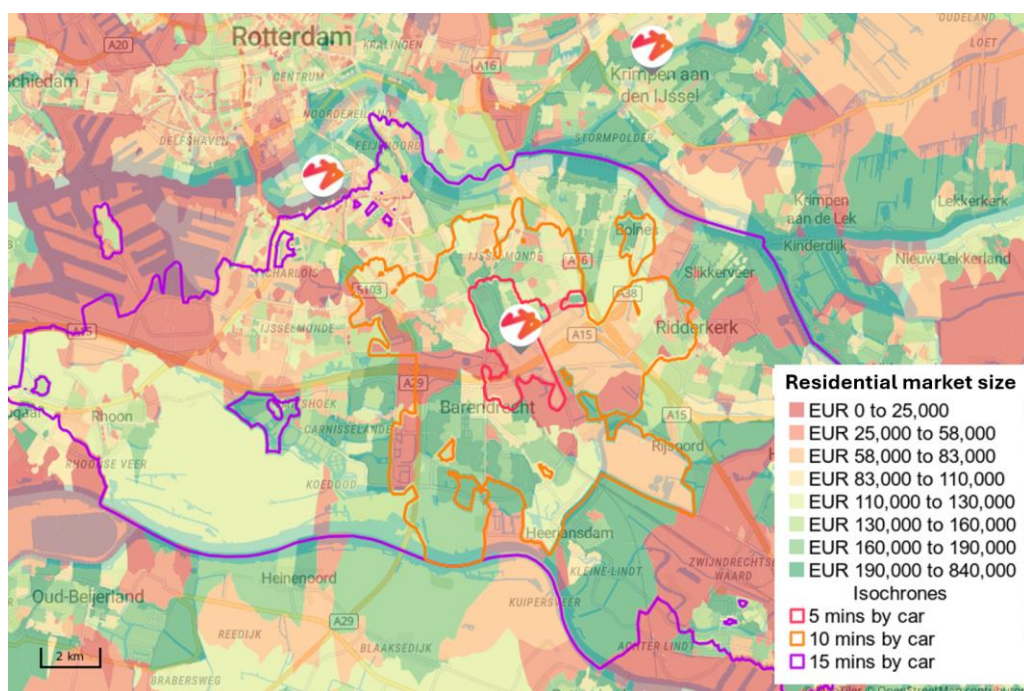
The location MyCompany Barendrecht should be able to generate 441 199€ of destination turnover. With this result the location is amongst the 18% best performing locations for the own network.

Residential potential for the location compared to other locations in the network



This residential potential originates from the 102k families living within 15 minutes. They represent a market size and spending potential of 23 153 880 €/year.

Environment scan	0~5 min by car	0~10 min by car	0~15 min by car
Potential			
Residential market size	EUR 4.251.630	EUR 12.146.340	EUR 23.153.880
Socio demographical indicators			
Rental houses (%)	5,12 %	7,53 %	6,98 %
Wealth index	107 %	108 %	107 %
Average garden size	599m ²	622m ²	608m ²
Families	17.410	47.760	102.379



3.1.2. Work-related potential

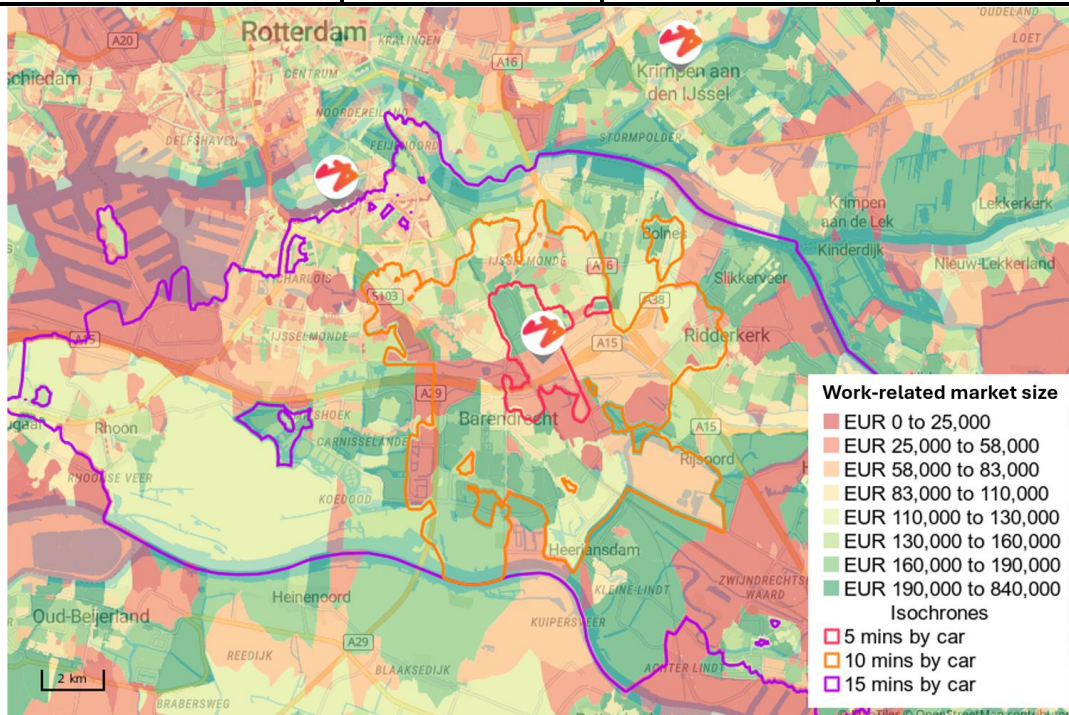
The location MyCompany Barendrecht should be able to generate 852 986€ of work-related turnover. With this result the location is amongst the 18% best performing locations for the own network.

Work-related potential for the location compared to other locations in the network



This residential potential originates from the 102k families living withing 15 minutes. They represent a market size and spending potential of 23 153 880 €/year.

Environment scan	0~5 min by car	0~10 min by car	0~15 min by car
Potential			
Work-related market size	EUR 2.251.630	EUR 6.146.340	EUR 11.153.880
Socio demographical indicators			
Full time employees	8 410	23 760	51 379



3.1.3. Passage related potential

The location MyCompany Barendrecht should be able to generate 1 382 426€ of turnover that originates from local passage by car or from footfall. With this result the location is amongst the 18% best performing locations for the own network.

Passage potential for the location compared to other locations in the network



This potential comes on the one hand from 448k cars and on the other hand from the 28k pedestrians that are passing per week:

3.1.3.1. Car passage potential

Car passage includes the number of vehicles passing by the location. The location MyCompany Barendrecht, can capture **448K cars per week**.



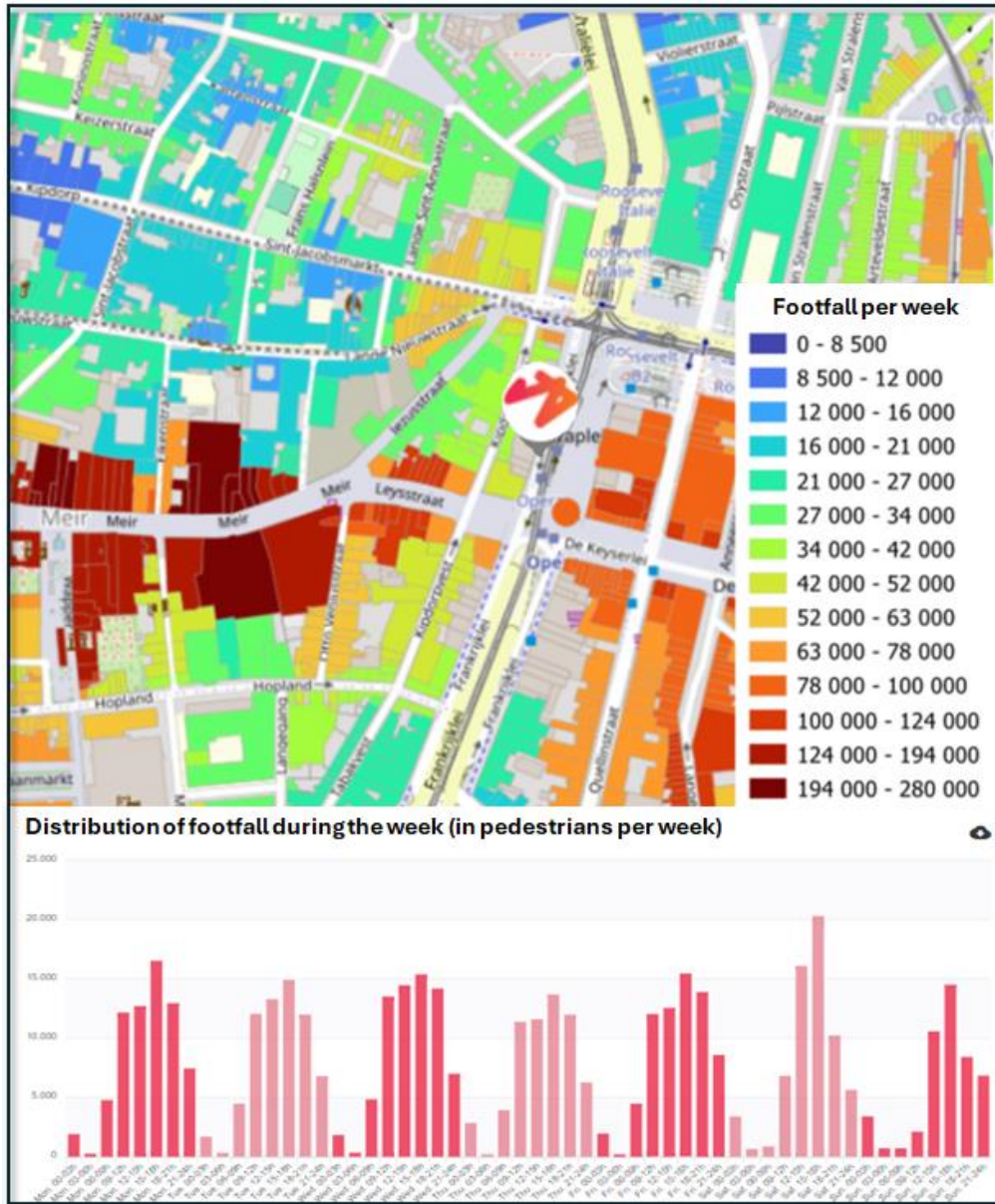
With this number the location is classified amongst the 18% best performing locations in the own network.

Cars passing by per week for the location compared to other locations in the network



3.1.3.2. Footfall potential

Footfall potential refers to the number of pedestrians passing in front of the location. The Location MyCompany Barendrecht can capture **28k pedestrians per week**.



With this number the location is amongst 18% of the best performing locations for the own network.

Footfall per week for the location compared to other locations in the network



3.1.4. Local activity related potential

The presence of local activity has a clear impact on the performance of locations because it can generate cross-visits to your own locations. The extent to which local activity contributes to purchases depends on the number of visitors, the relevance of those visitors in terms of customer profile and buying motive, and the distance between that local activity point and your location.

The location MyCompany Barendrecht should be able to generate 264 000€ of turnover by means of cross visits with local activity in the environment. With this result the location is amongst the 18% best performing locations for the own network

Turnover from local activity for the location compared to other locations in the network



This potential originates from the following local activity in the environment



Type	Brand	Visits per year	Distance (in m)	Crossvisit turnover (in €/yr)
Garden	Dierenwinkel Cats & Dogs	25 000	139 m	26 778 €
DIY	Hubo	25 000	154 m	22 778 €
Beds	Beddenreus	5 000	172 m	22 323 €
Beds	Beter Bed	5 000	190 m	21 867 €
Furniture	Lampidee	5 000	211 m	21 639 €
Furniture	Profijt Meubel	15 000	249 m	20 728 €
DIY	Henders & Hazel	15 000	268 m	20 273 €
Kitchen	Grando	5 000	150 m	18 778 €
Kitchen	Brugman keukens	5 000	369 m	18 223 €
DIY	Woonexpress	25 000	383 m	17 995 €
Supermarkets	Lidl	100 000	445 m	16 628 €
Telecom	KPN	5 000	589 m	13 667 €
Telecom	Kpn XL	5 000	589 m	13 667 €
Sporting goods	Epplejeck Rotterdam	5 000	840 m	8 656 €

3.2. Competitive pressure

Within 15 minutes from MyCompany Barendrecht, there are **10 competitors** operating. The table below provides a detailed overview of their presence and influence within the catchment area.

Name	Address	Drivetime (min)	Surface (m ²)
Big Bazar	Bergen 1, Barendrecht 2993LR	1	5,500
Hubo	Van 'T Hoffstraat, Barendrecht 2991xp	2	832
Xenos	Dorpsstraat 129, Barendrecht 2992B	7	236
Gamma	Schopenhauerweg 60-66, Rotterdam 3076DT	8	579
Praxis	driemanssteeweg 120, rotterdam 3084cb	9	3,725
Praxis	koperslagerstraat 9, rotterdam 3077md	9	3,985
Independent store	Lagendijk, Ridderkerk 2981el	11	177
Big Bazar	Stadionweg 31, Rotterdam 3077AN	11	2,419
Hubo	Stadionweg, Rotterdam 3077ap	11	1,280
Jysk	Stadionweg 41A, Rotterdam 3077AS	11	795

3.3. Location quality parameters

3.3.1. Visibility : Normal

Each location in the platform can get a visibility score going from very bad to very good. This is not an automatically calculated parameter, but a manual scoring. By default, for all competitors and tested locations, the value is set to neutral unless you explicitly change it. It's useful to fill out this parameter when you are testing a specific case :

Visibility	Definition
Very good	Your location stands out & gets noticed by everyone
Good	Some positive elements, but not the best
Neutral	Both positive as negative aspects, location doesn't stand out
Bad	Large part of passing traffic doesn't notice your location
Very bad	Almost nobody notices your location

For this location, the estimation of the visibility is actually set on : **“Neutral”**.

3.3.2. Micro-Accessibility : No issues

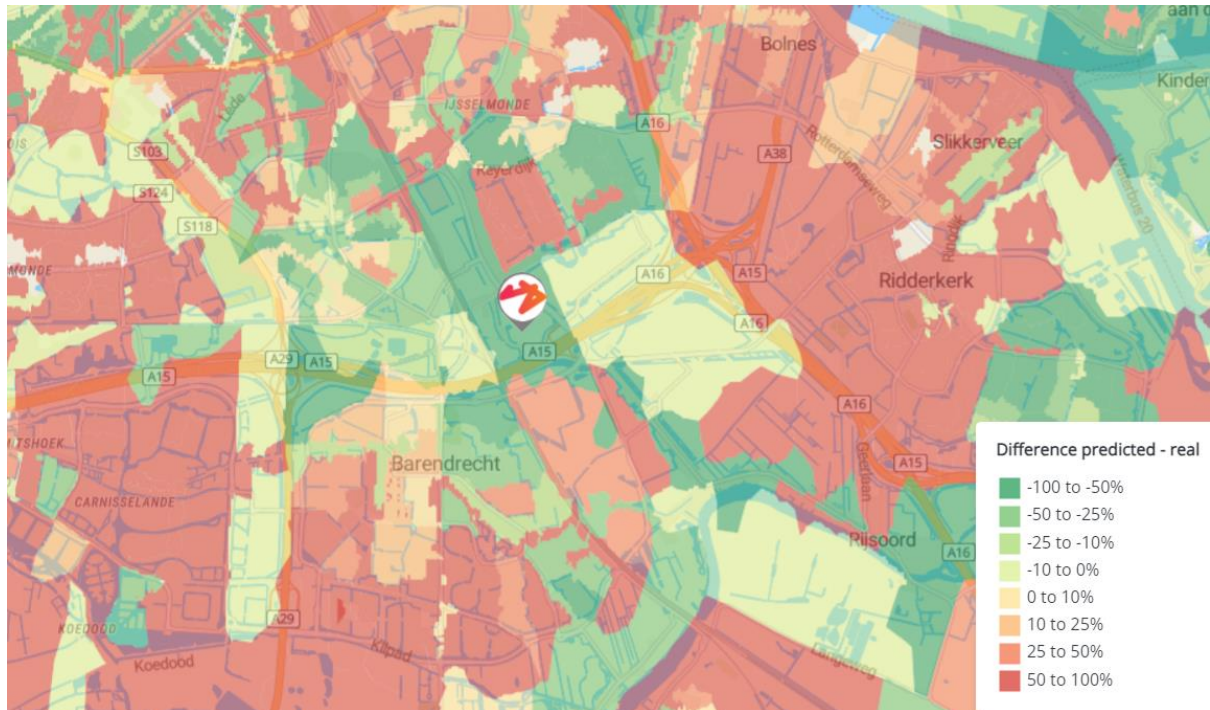
Each location in the platform can get a micro-accessibility score going from no issues to major issues. This is not an automatically calculated parameter, but a manual scoring. By default for all competitors and tested locations, the value is set to no issues unless you explicitly change it. It's useful to fill out this parameter when you are testing a specific case :

Accessibility	Definition
No issues	Able to smoothly access the location site
Minor issues	Lose time to access the location site
Major issues	Lose lots of time to access the location site

For this location, the estimation of the micro-accessibility is actually set on : **“No issues”**.

4. Local marketing opportunities

Marketing efforts should focus on those zones where performance is currently below expectations. In the image, you can **clearly see the areas where improvements are needed**.



Additionally, the table below provides an **overview of the zones where we anticipate significantly better performance**, offering targeted opportunities for marketing interventions.

Municipality	Inhabitants	Market size (€/year)	Real sales (€/year)	Real %marketshare	Predicted sales	Predicted marketshare	Difference predicted - real
Barendrecht	48 245	9 522 026 €	530 664	5,6%	620 273 €	6,5%	0,90%
Ridderkerk	45 385	8 941 820 €	181 774	2,0%	246 022 €	2,8%	0,80%
Albrandswaard	25 055	5 100 966 €	39 208	0,8%	78 605 €	1,5%	0,70%
Zwijndrecht	44 255	8 899 696 €	63 037	0,7%	105 642 €	1,2%	0,50%
Rotterdam	634 500	98 418 238 €	925 480	0,9%	875 505 €	0,9%	0,00%
Oud-Beijerland	23 995	5 525 716 €	5 364	0,1%	31 405 €	0,6%	0,50%
Binnenmaas	29 045	6 906 320 €	21 661	0,3%	43 701 €	0,6%	0,30%
Hendrik-Ido-Ambacht	29 705	6 280 329 €	45 205	0,7%	19 445 €	0,3%	-0,40%
Korendijk	10 920	2 716 897 €	9 115	0,3%	7 570 €	0,3%	0,00%
Brielle	16 808	3 749 432 €	769	0,0%	5 892 €	0,2%	0,20%
Schiedam	77 715	13 455 862 €	8 917	0,1%	23 619 €	0,2%	0,10%
Cromstrijen	12 770	3 127 447 €	13 692	0,4%	6 784 €	0,2%	-0,20%
Vlaardingen	71 920	12 662 072 €	4 348	0,0%	20 775 €	0,2%	0,20%

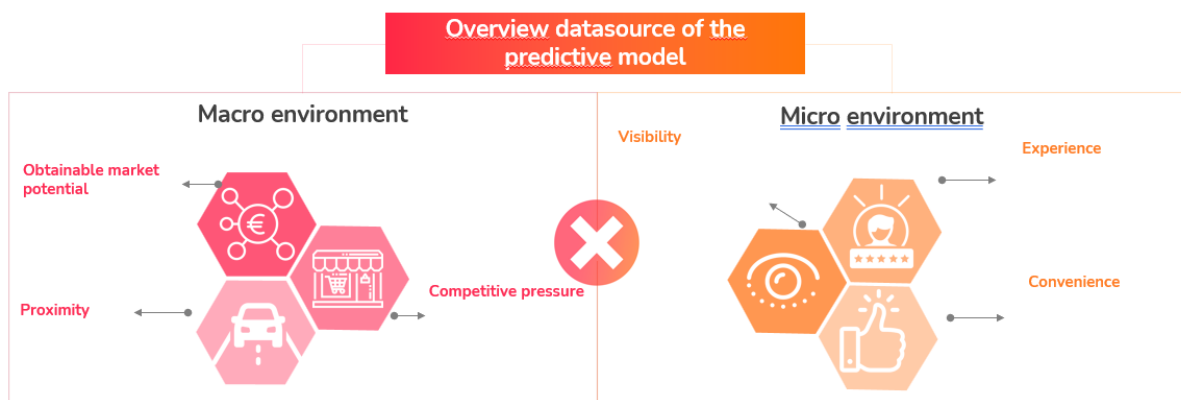
5. Addendum: about RetailSonar

From location planning to location performance. RetailSonar is **Europe's leading geomarketing company**. We optimize the location strategy for over 200 retailers in more than 15 countries.

We make the difference thanks to:

- The most complete, innovative & up-to-date retail database in Europe
- Accurate sales forecasts thanks to state of the art Artificial Intelligence
- An international geomarketing platform for real estate, sales and marketing

To calculate the theoretical potential of a location, we analyze two geographic levels:



RetailSonar's predictive model combines these factors to produce a benchmark for expected Location turnover, helping businesses make informed decisions about Location locations, marketing strategies, and operational adjustments. By understanding the detailed dynamics of both the micro- and macro-environments, businesses can identify opportunities to improve Location performance and align resources effectively.

Our unique selling proposition lies in the precision of our data sources and analysis, offering insights that go beyond standard market assessments. Whether it's highlighting the impact of local competition or understanding customer travel patterns, our model provides a clear roadmap to unlocking each location's full potential.