

RESOLUT

RE

# INTERNATIONAL PLATFORM

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October 2025



# INTERNATIONAL PLATFORM

Market Analytics & Site Selection Services

300+ CLIENTS | 50 STATES | 130+ COUNTRIES



Identify Target Customer

# Target Customers in Trade Area

# Units Possible in a Market

Blueprint for Opening Sequence

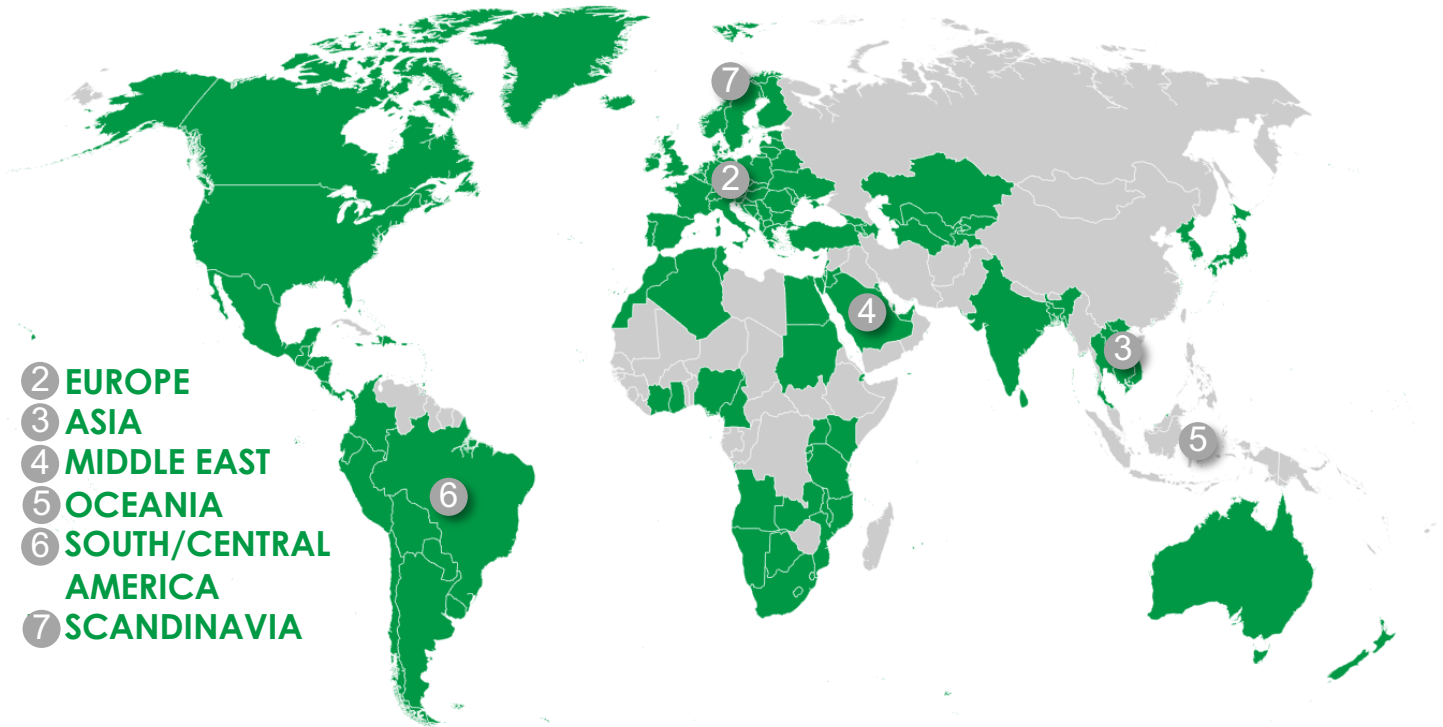
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## CONTINENTAL MAPPING

### 1 NORTH AMERICA



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## MARKET ANALYTICS AND SITE SELECTION SERVICES

RETAIL COMPASS



RETAIL BUILDER



CITY SKYLINES



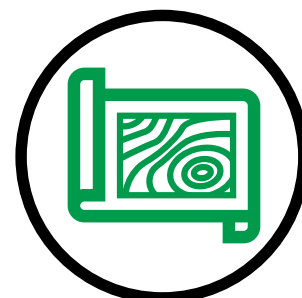
FRANCHISE TOOLBOX



RETAIL SCORECARD



FRANCHISE TERRITORY



### The primary goals of these tools:

- Identifying the **target customer**
- Calculating **how many of these customers** are within a defined trade area
- Calculating the **number of units that could open** within a specific market
- Laying out the **strategic blueprint** for the sequencing/order in which the units should open

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## RETAIL COMPASS

- Who is the ideal customer?
- How many customers are there? (Market Capacity)
- How much money is being spent in an area? (Share of Wallet)
- What is the money being spent on?

LONDON, UK

**ENTERTAINMENT**  
£406,382,478  
Total Spent

**FOOD & BEVERAGE**  
£2,629,598,925  
Total Spent

**HOUSEHOLD APPLIANCES**  
£167,111,489  
Total Spent

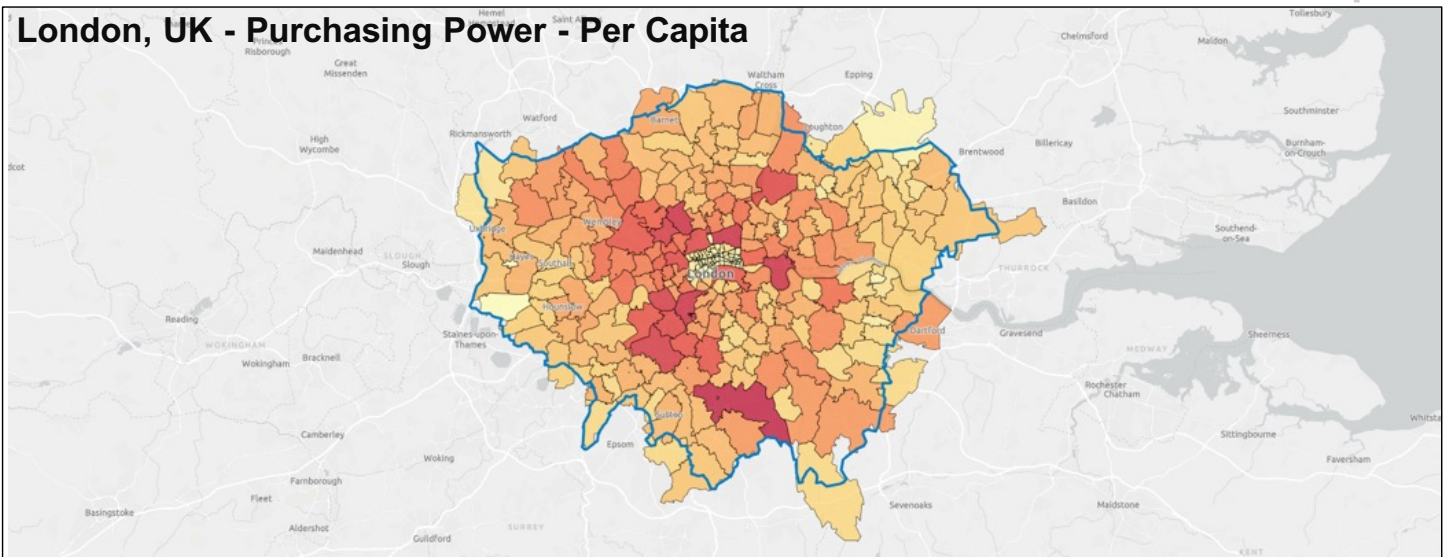
**HOUSEHOLD FURNISHINGS**  
£386,192,993  
Total Spent

**CONSUMER ELECTRONICS**  
£264,181,847  
Total Spent

**JEWELRY & PERSONAL EFFECTS**  
£536,337,810  
Total Spent



### London, UK - Purchasing Power - Per Capita



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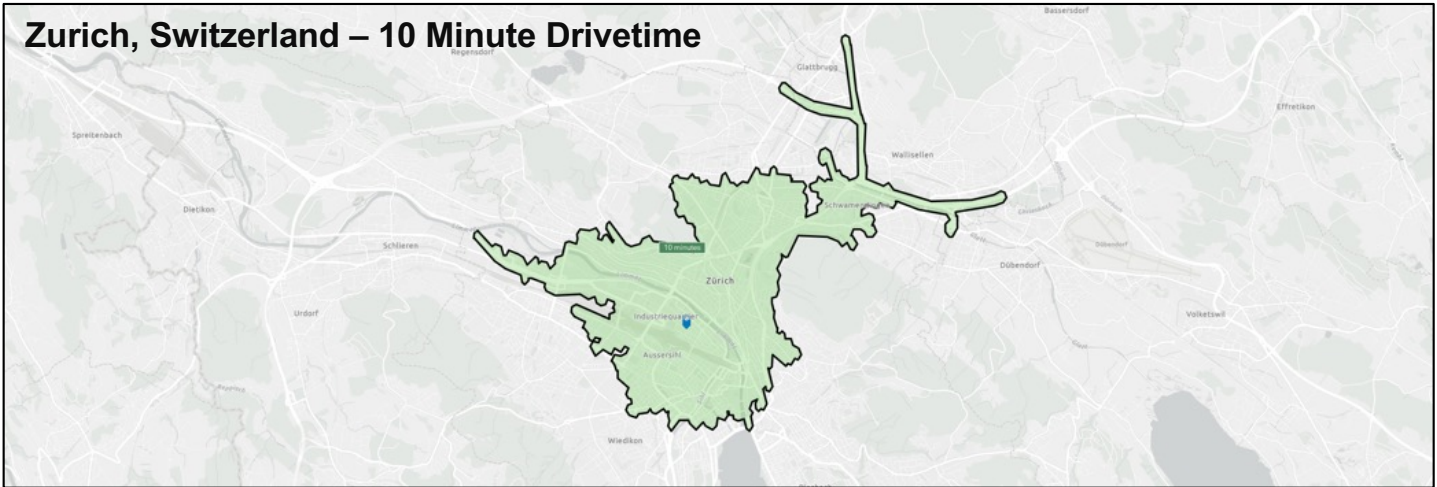


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## RETAIL COMPASS: IDENTIFYING THE CONSUMER BASE



### KEY FACTS

ZURICH, SWITZERLAND

POPULATION AND HOUSEHOLDS		
 <b>268,980</b> Total Population	 <b>2.00</b> Average Household Size	 <b>134,653</b> Total Households
SPENDING AND PURCHASING POWER		
 <b>CHF 53,969</b> Purchasing Power Per Capita	 <b>109</b> Purchasing Power Index	
 <b>CHF 987</b> Clothing	 <b>CHF 564</b> Toys/Sports/Pets	
 <b>CHF 349</b> Electronics & IT	 <b>CHF 1,289</b> Medical Products	
 <b>CHF 4,350</b> Food & Beverage	 <b>CHF 1,256</b> Personal Care	

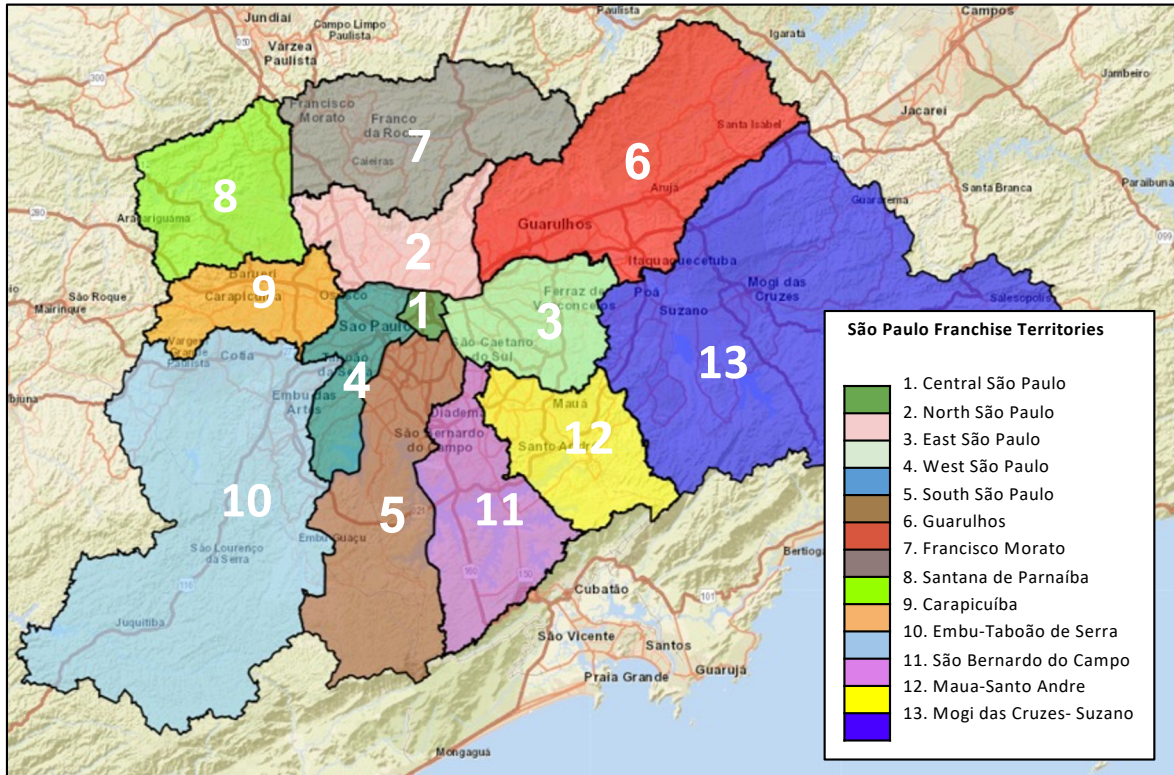
#### POPULATION BY AGE

Age Group	Percent
0 - 14	~14%
15 - 29	~18%
30 - 44	~30%
45 - 59	~19%
60+	~18%

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## FRANCHISE TERRITORIES



### THIS PROGRAM ASKS:

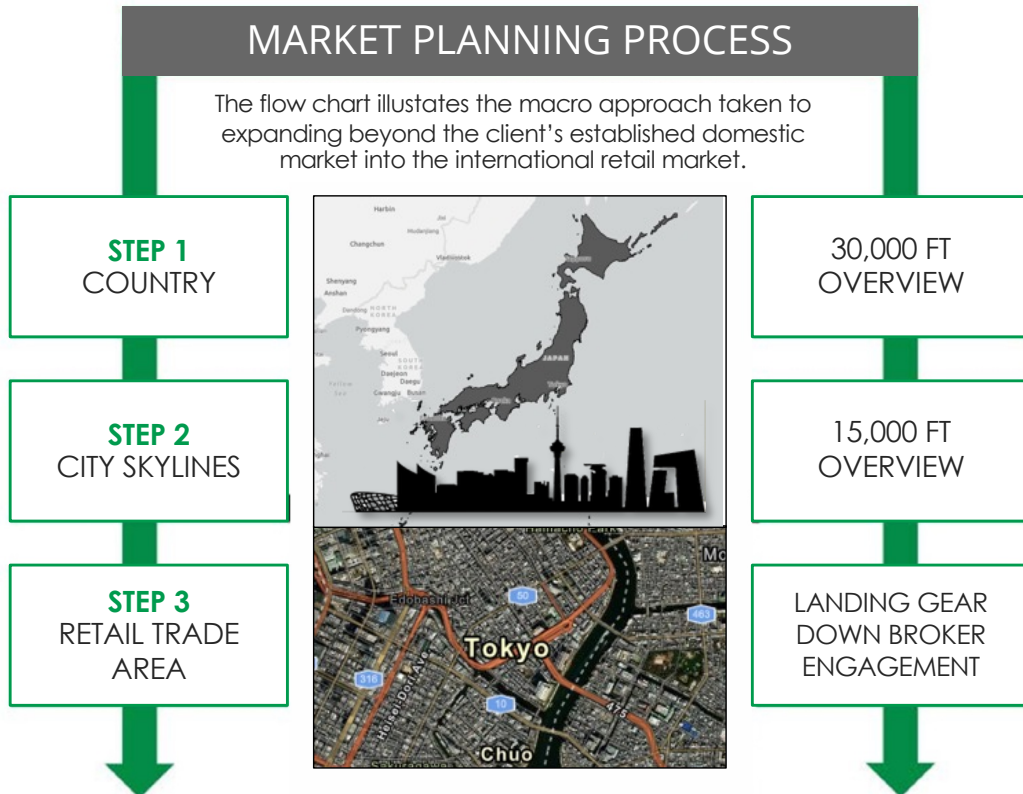
- Where are the best potential target areas and why? (Store Capacity)
- How many units can be sustained? (brick and mortar)
- Who is the existing competition in the target area?
- How do we define Franchise Territories based on Store Capacity?

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## CITY SKYLINES: STRATEGIZING INTERNATIONAL MARKET PENETRATION



### KEY FEATURES:

- In-depth analysis of existing market presence which is used as a benchmark
- Sweeping the globe and using the scorecard to 'grade' potential international markets
- Formulate a strategic plan that will provide the client with the highest return on investment

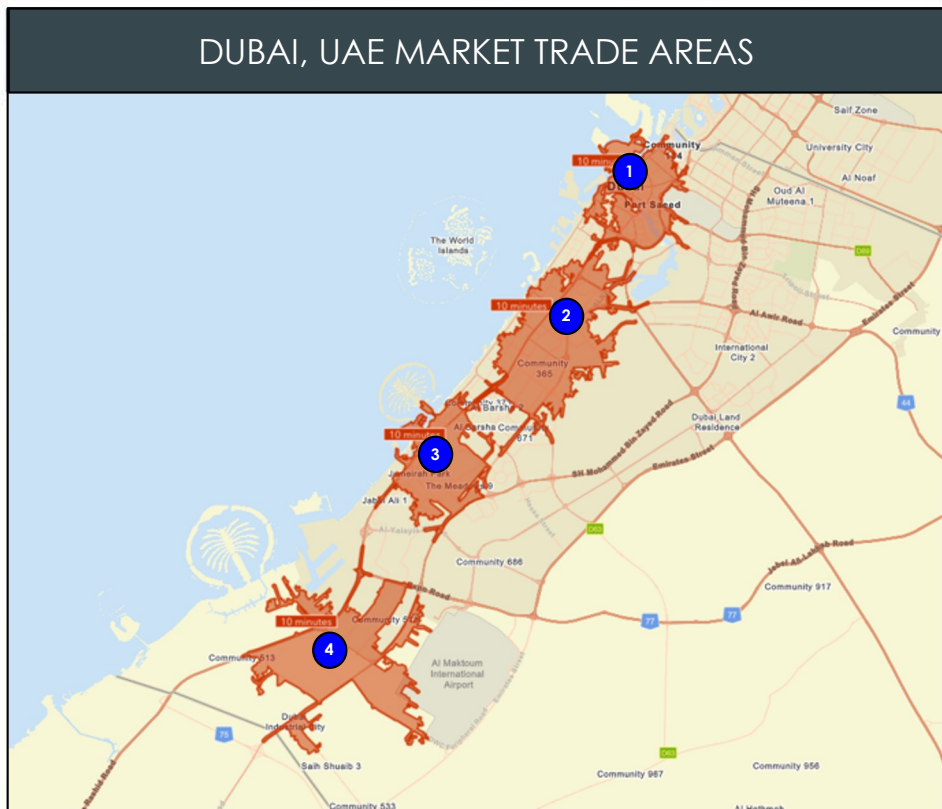


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## FRANCHISE TOOLBOX: PICK WHICH SPECIFIC TOOLS YOU NEED



DUBAI MARKET COMPETITORS			
#1	2	0	1
#2	1	2	1
#3	1	1	1
#4	1	0	1
MARKET PENETRATION STRATEGY			
DUBAI MARKET AREA # OF LOCATIONS			
CONSERVATIVE - POP 150k	4		
MODERATE - POP 100k	5		
AGGRESSIVE - POP 75k	6		

### SOLUTIONS MOLDED ON A CASE-BY-CASE BASIS



The franchise toolbox is an “a la carte” offering, an affordable platform to gain access to higher end analytics at a reasonable price point.

- Good for clients who don't require the full suite of information in the full module
- Easily customized for clients with specific research needs

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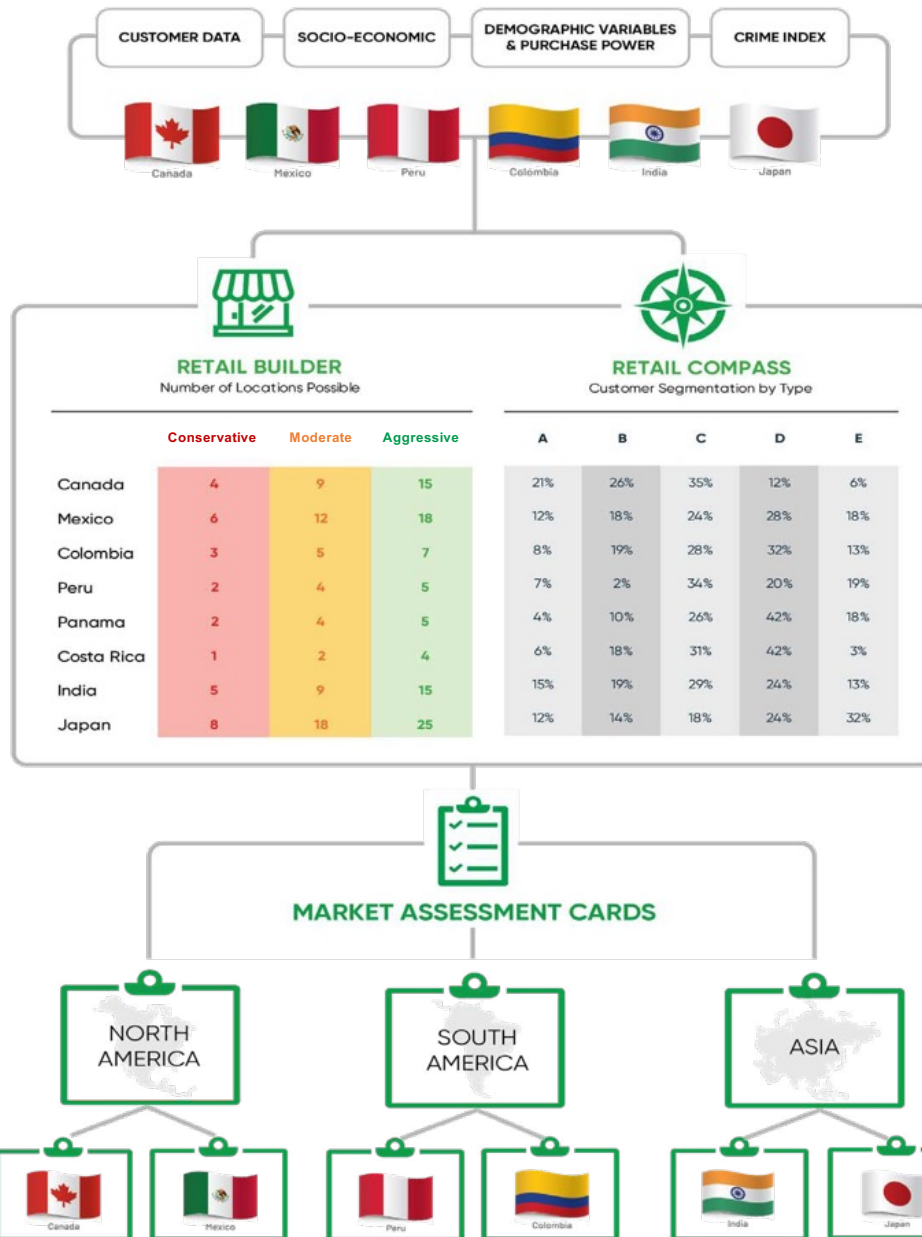
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## RETAIL SCORECARD

- Used for clients that are looking to expand across the U.S. or internationally.
- High level view and measure of store/market capacity, then drilled down to a 15,000-foot level, and concludes with a 'boots on the ground' site specific analysis.



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## NEXT STEPS

- Where are we growing next ?

- **Contact us:**

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