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Newsletter - August 2011

Important New Security Features

In this issue we highlight our latest security feature and look at key differences between desktop analysis vs site feasibility.

The Footprint Team



New Security Features

Footprint security features were recently updated to include SMS notifications. We will now make use of SMS's as our primary communication method when confirming or resetting login details.



Existing members are kindly requested to visit your account area and ensure your cell phone number is captured and correct.

Welcoming our New Clients



competition commission
south africa

Footprint: A Desktop Analysis Tool

We're often asked how Footprint's functionality and inherent insights differs from a site feasibility study commissioned by, for example, property developers or shopping centre management. Some key features of Footprint that make it an ideal **desktop analysis tool** are highlighted below.

High Accessibility:

Footprint is a low-cost system - readily available on the internet - providing *unlimited access* to retail and demographic data for South Africa. With no additional cost per query or report incurred, members are encouraged to perform desktop analyses on many more locations than they would ordinarily using only commissioned site feasibility studies, broadening the pool of opportunities.



User-Driven Criteria:

When evaluating a location, Footprint allows users to define their own catchment areas or nodes, by inputting a specific radius or drawing a polygon shape to review. This flexibility gives members the opportunity to run multiple selections on each location, catering for various scenario analyses.

Indicative Area Revenue Potential:

Footprint uses household counts and income levels from Lightstone's proprietary *DemProKey* together with basket size per income band as set by the user*, to generate the area revenue potential for the particular catchment area. Although not conclusive, the potential could be used as contributing factor in the selection of one area over another.

*Only admin users for the company are able to adjust the values per income band.



In summary, Footprint gives its users the freedom to perform **initial, real-time node assessments** - with particular attention to the existing retail landscape, the demographic profile of the population and potential revenue of the selected area.

Site Feasibility Study from DPA (Douglas Parker Associates)

As a value-added service to you, we have collaborated with DPA, renowned specialists in this field, to conduct in-depth site feasibility studies when required. For more information or a quotation on this service, please [drop us a line](#).

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