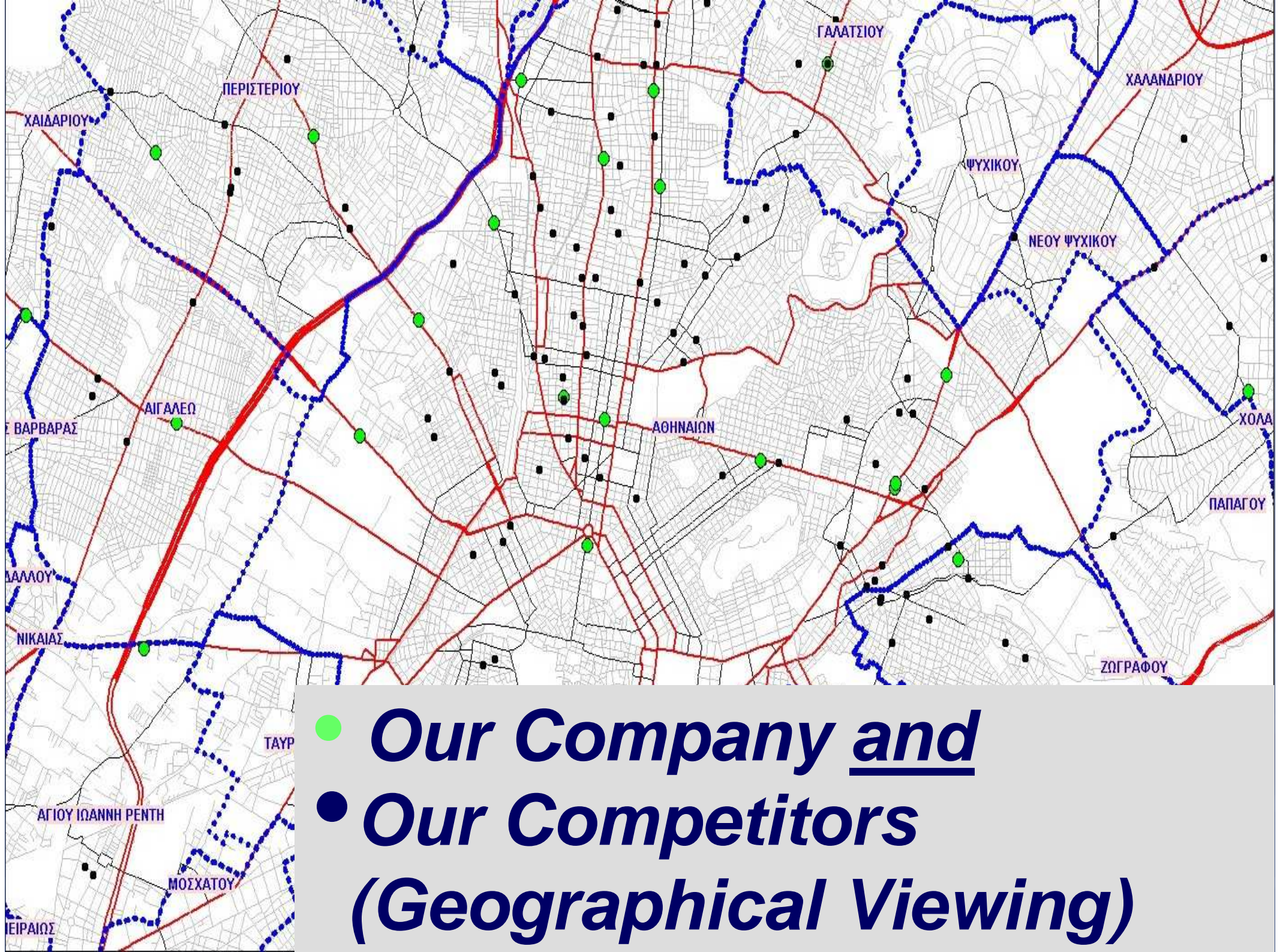


# G. I. S.

## Geographical Information System

*“A picture is ...  
1000 words.”*



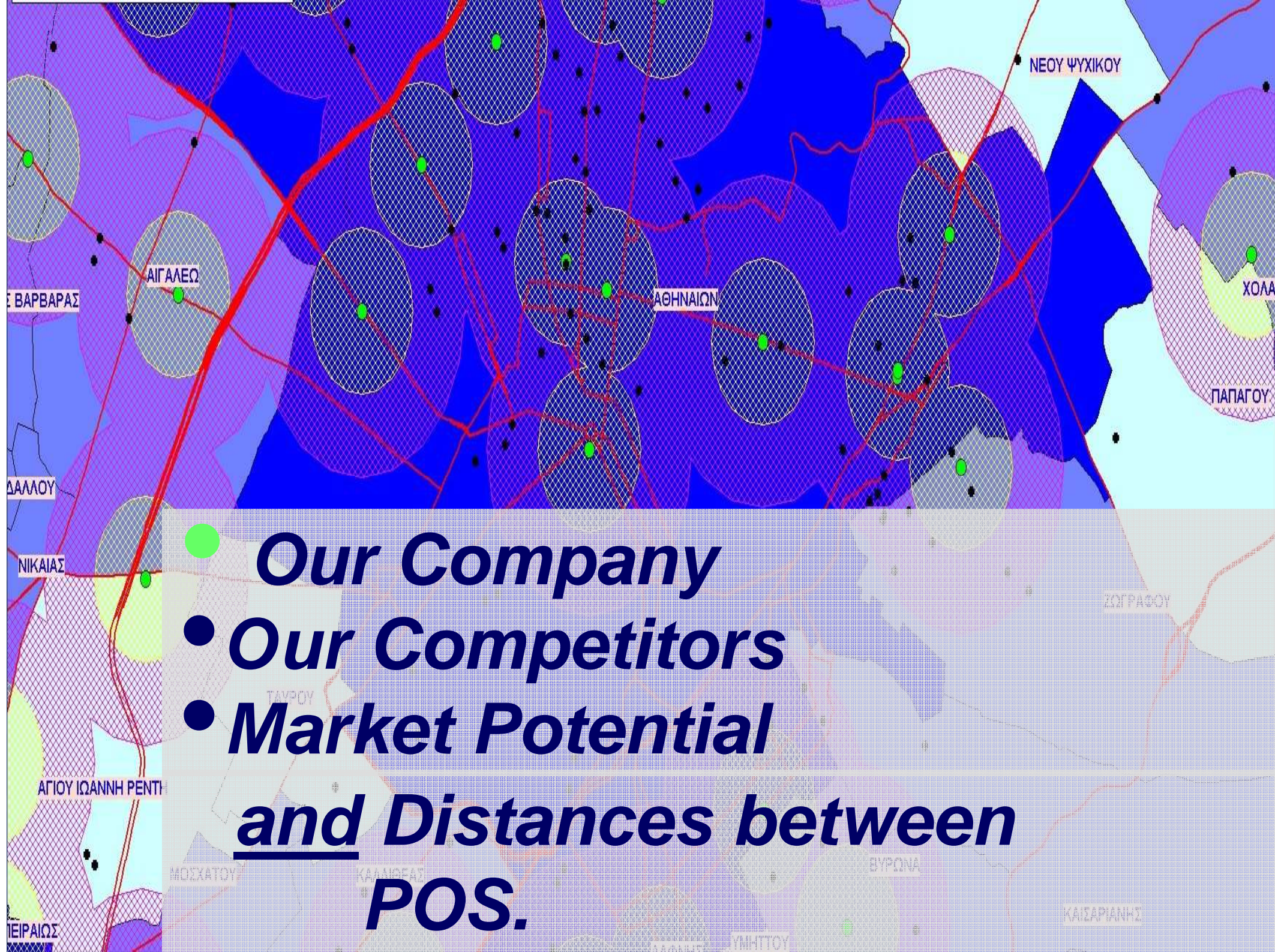


- ***Our Company and***
- ***Our Competitors***  
***(Geographical Viewing)***









- ***Our Company***
  - ***Our Competitors***
  - ***Market Potential***
- and Distances between***
- POS.***

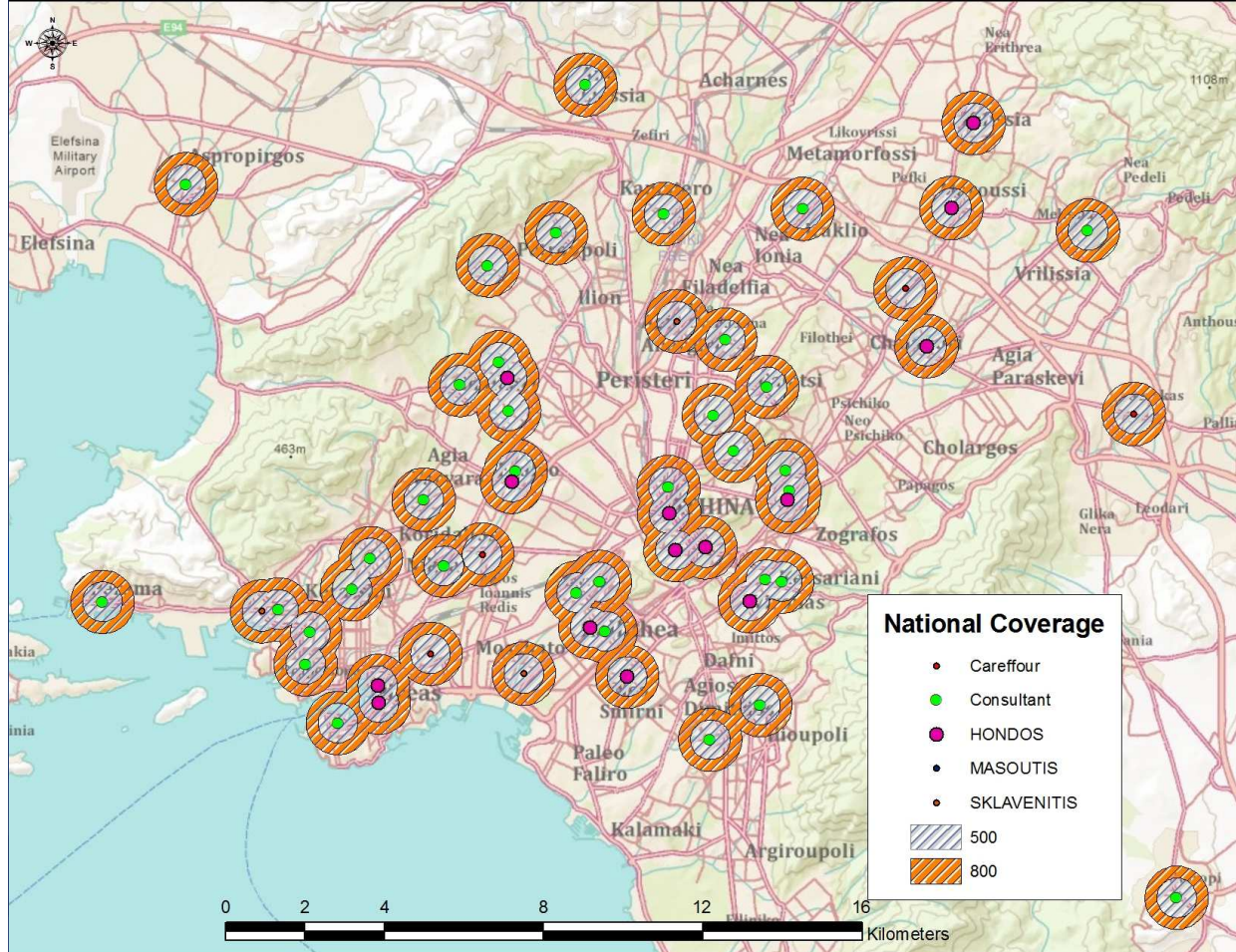


- 
- ***Our Company***
  - ***Our Competitors***
  - ***Market Potential***
  - ***Distances between POS***  
***and***  
***Target Group Location.***



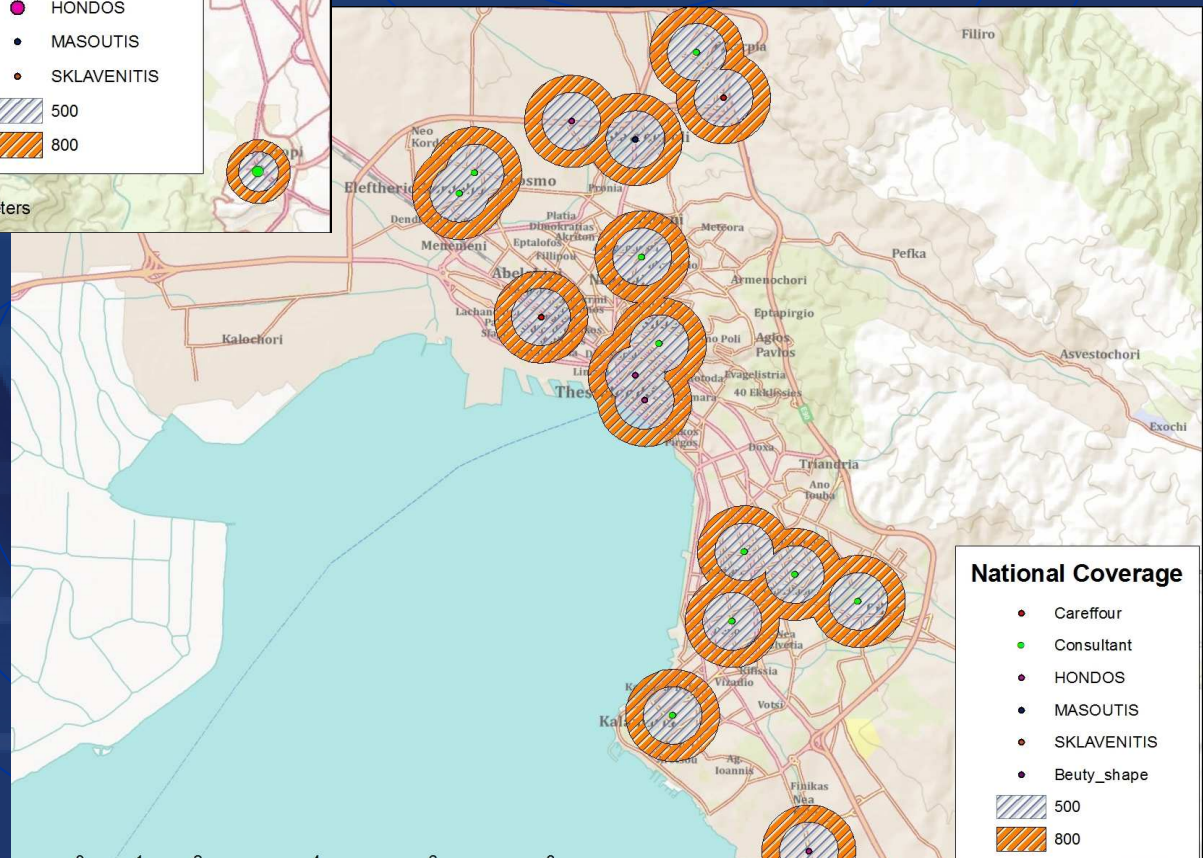
- 
- ***Our Company***
  - ***Our Competitors***
  - ***Market Potential***
  - ***Distances between POS***
  - ***Target Group Location  
and Their Buying Power.***





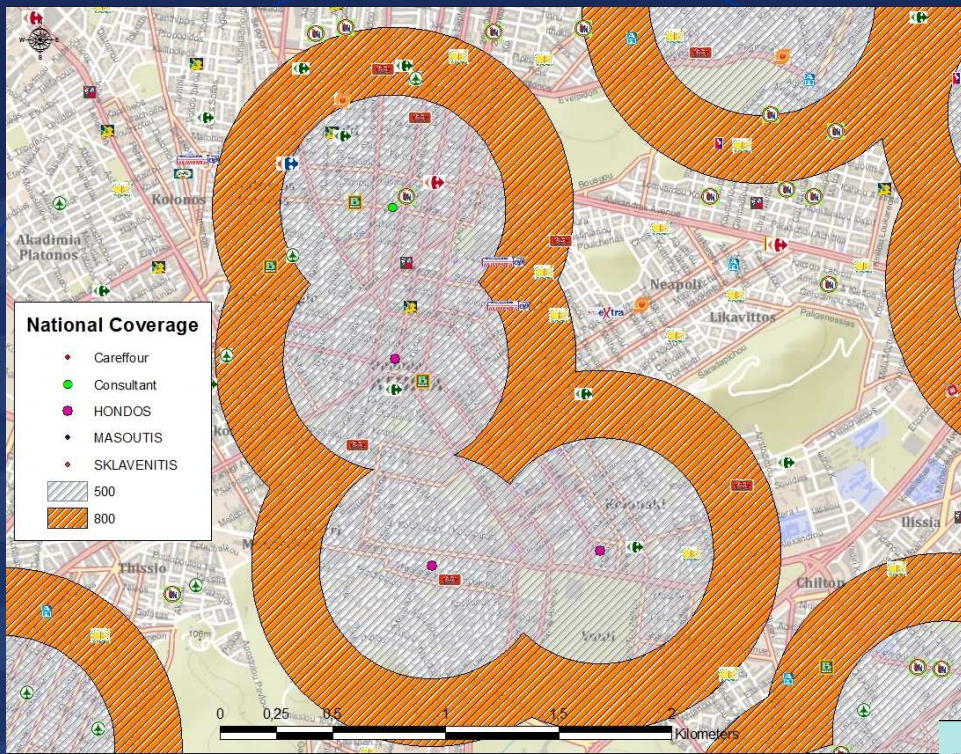
# Regional analysis Athens

# Regional analysis Salonica

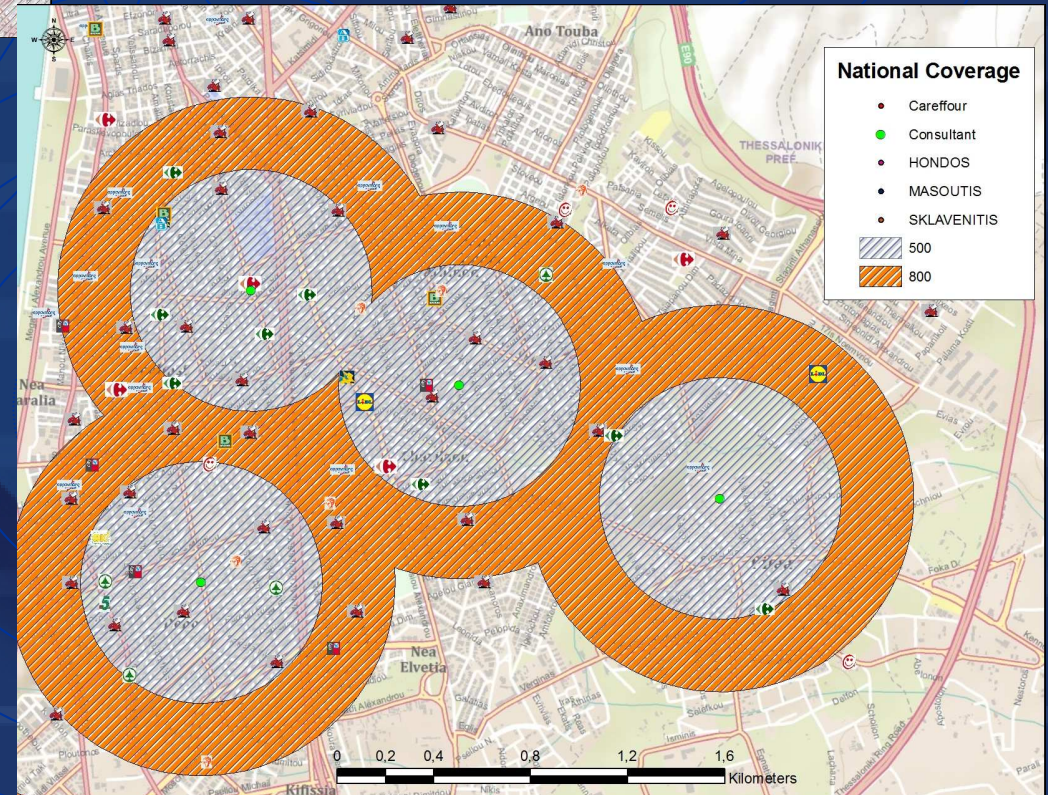




# Regional analysis Athens

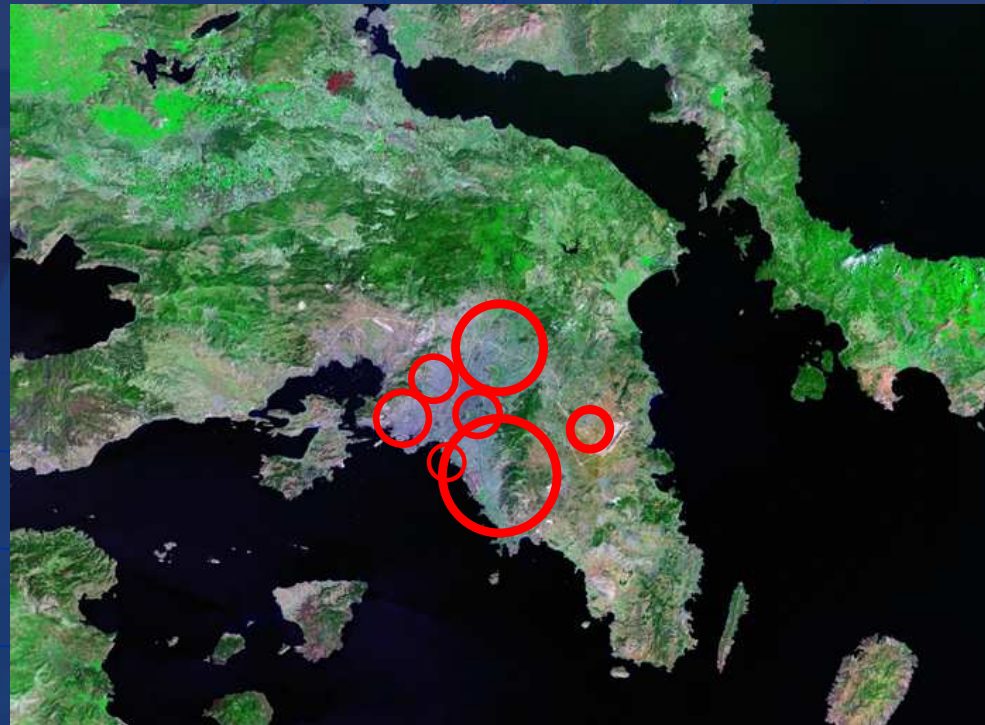


# Regional analysis Salonica





# YOUR CUSTOMERS ARE SOMEWHERE OUT... .THERE



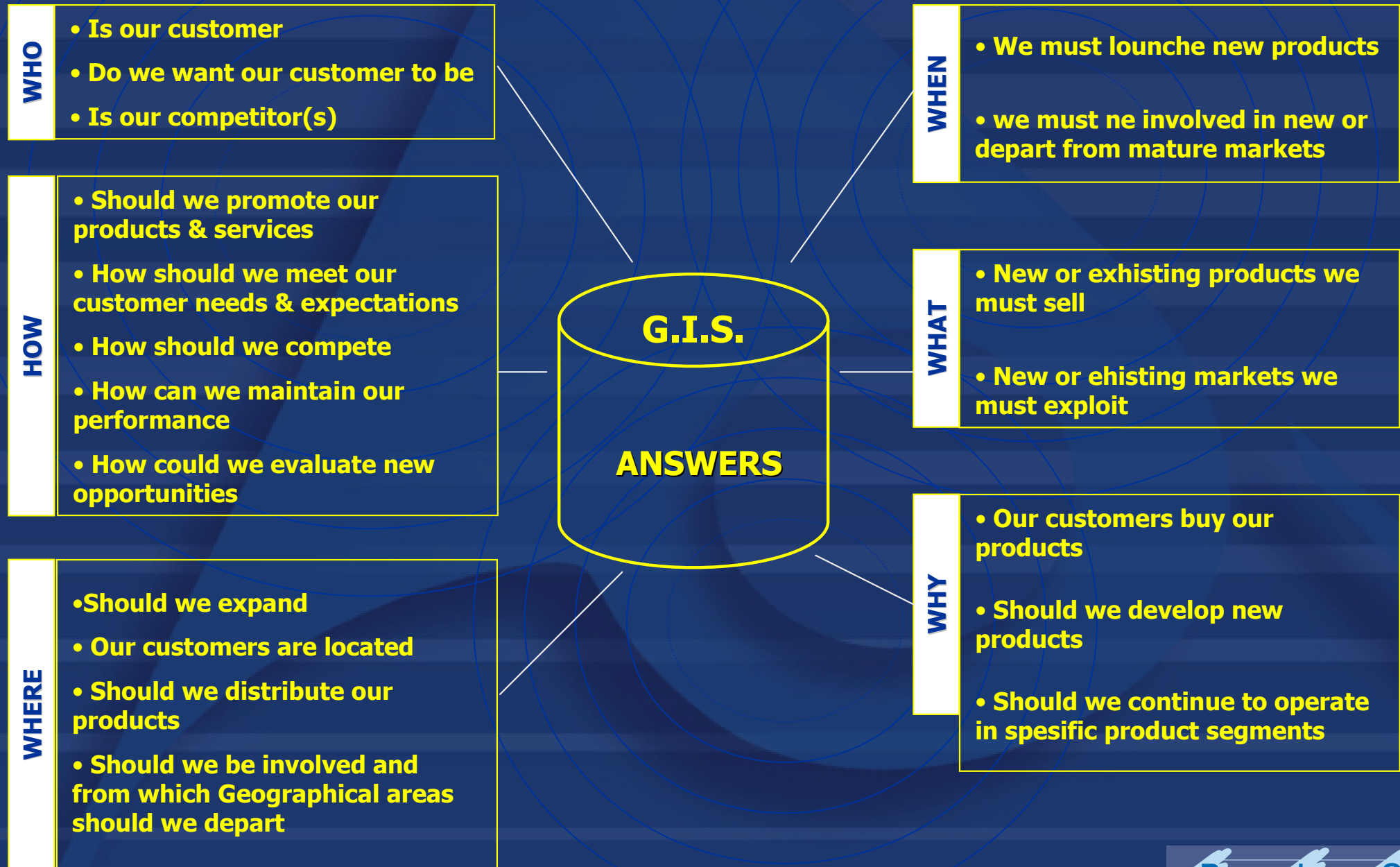
- How far from you ?
  - How close to your competitors ?
- How much time did they need to reach your products ?

**CAN YOU SEE ALL THAT ???**



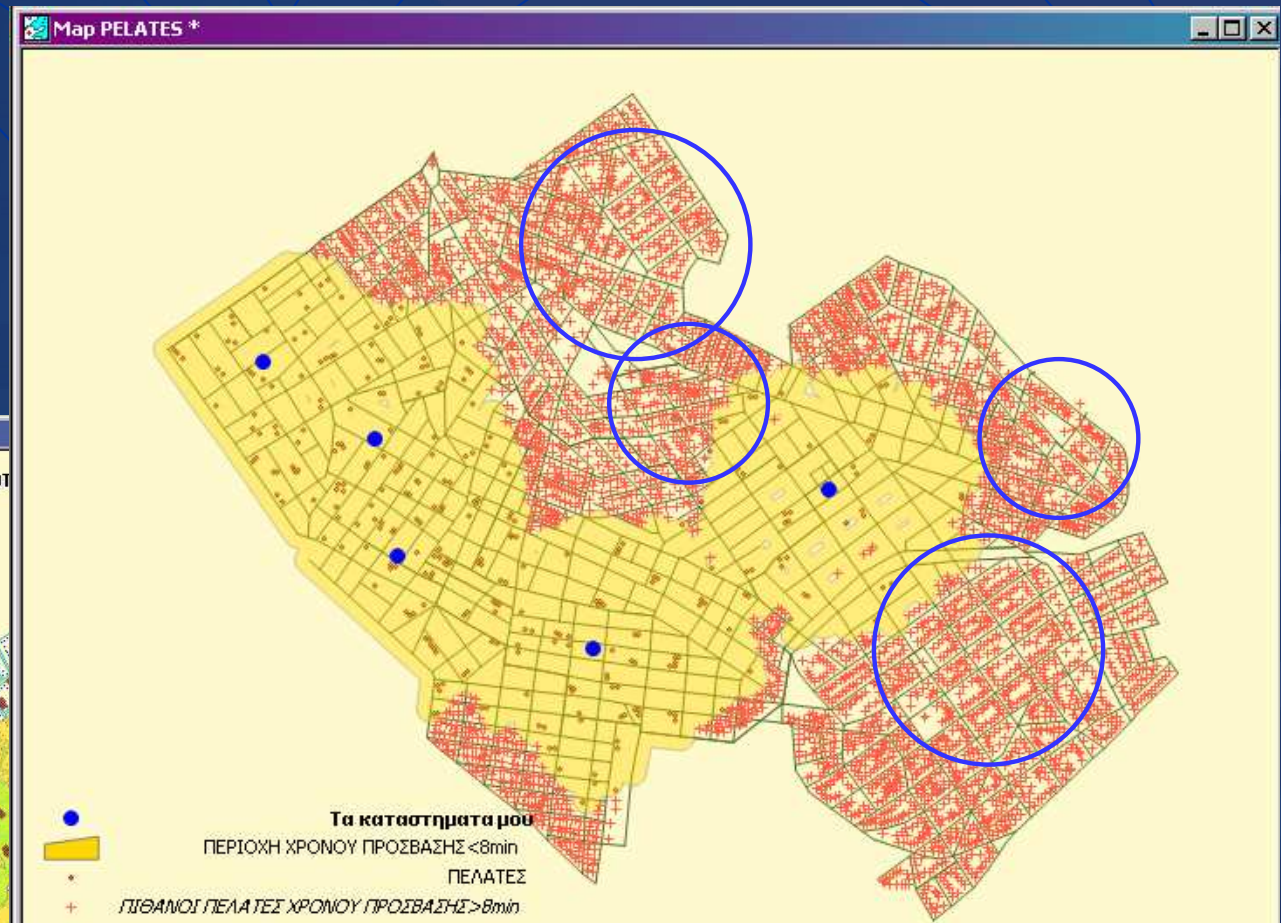
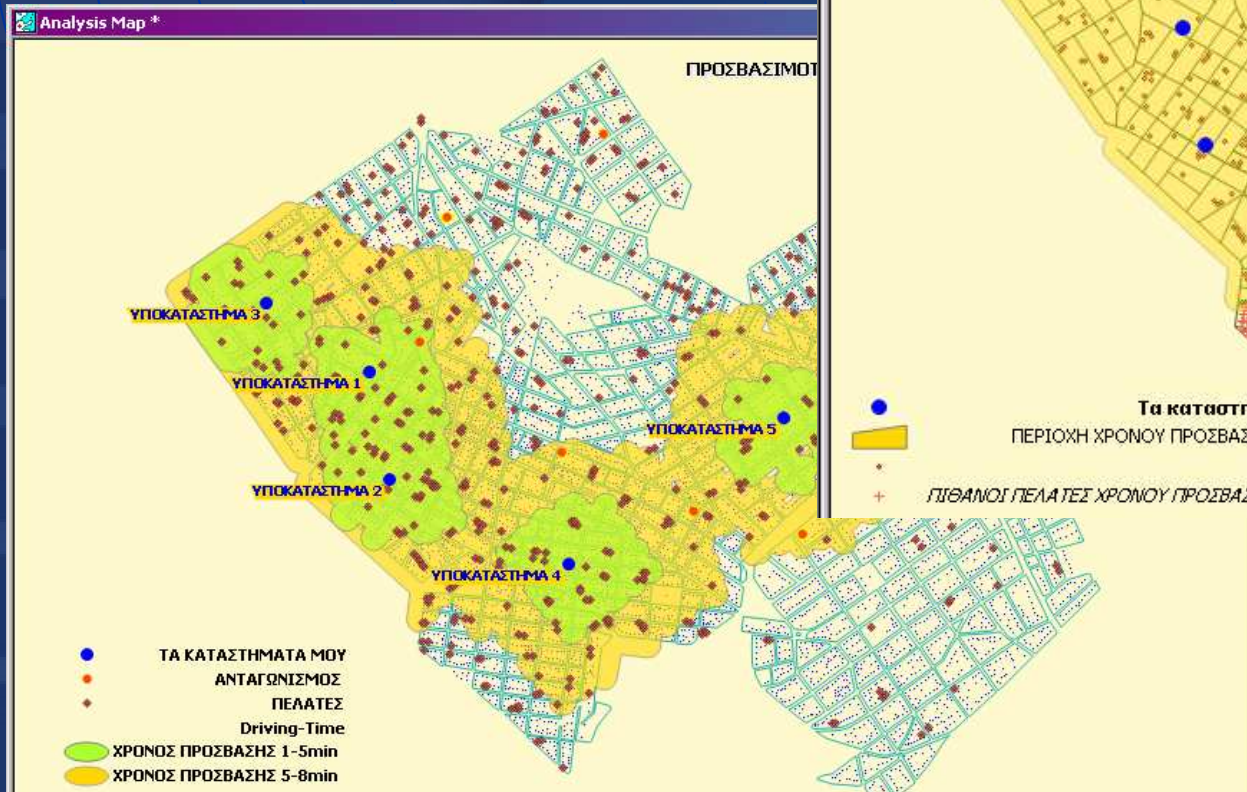
# HERE ARE THE ANSWERS

## WHO – WHERE – WHEN – WHAT – HOW – WHY





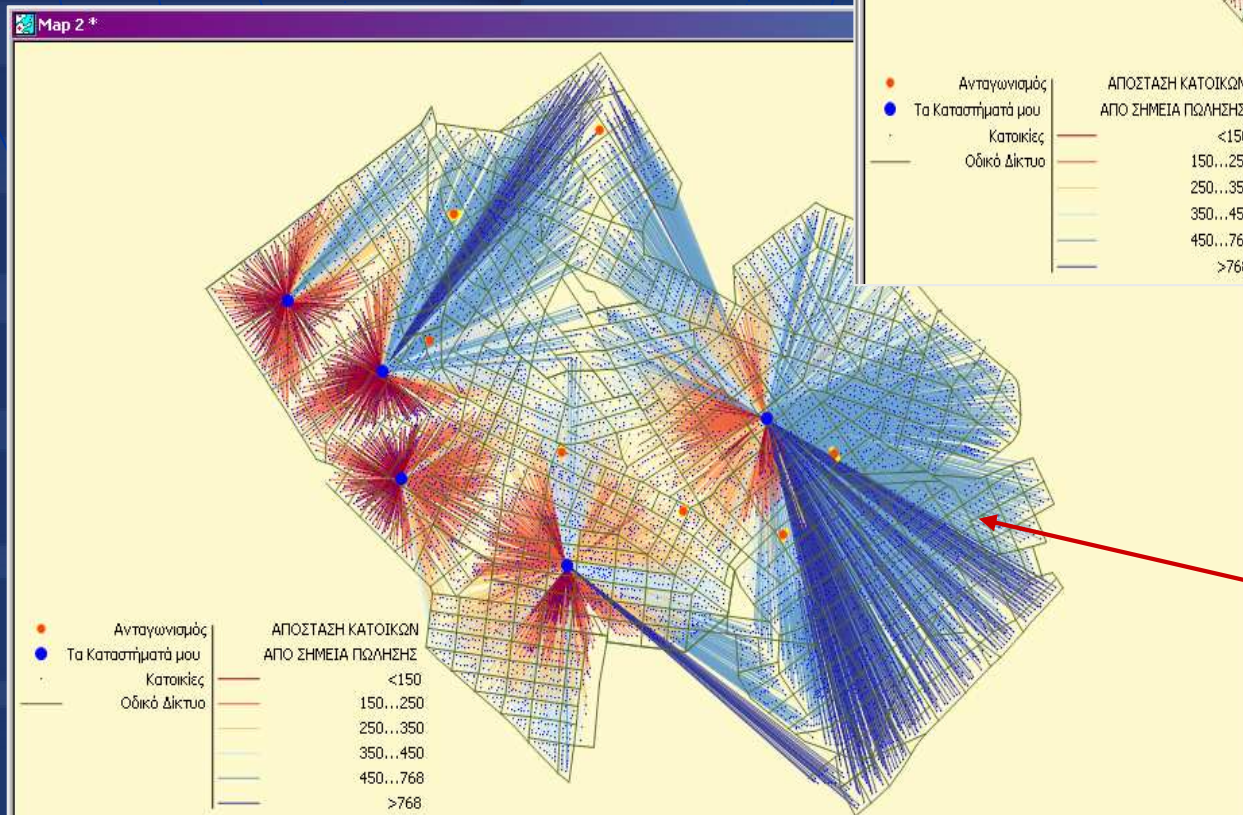
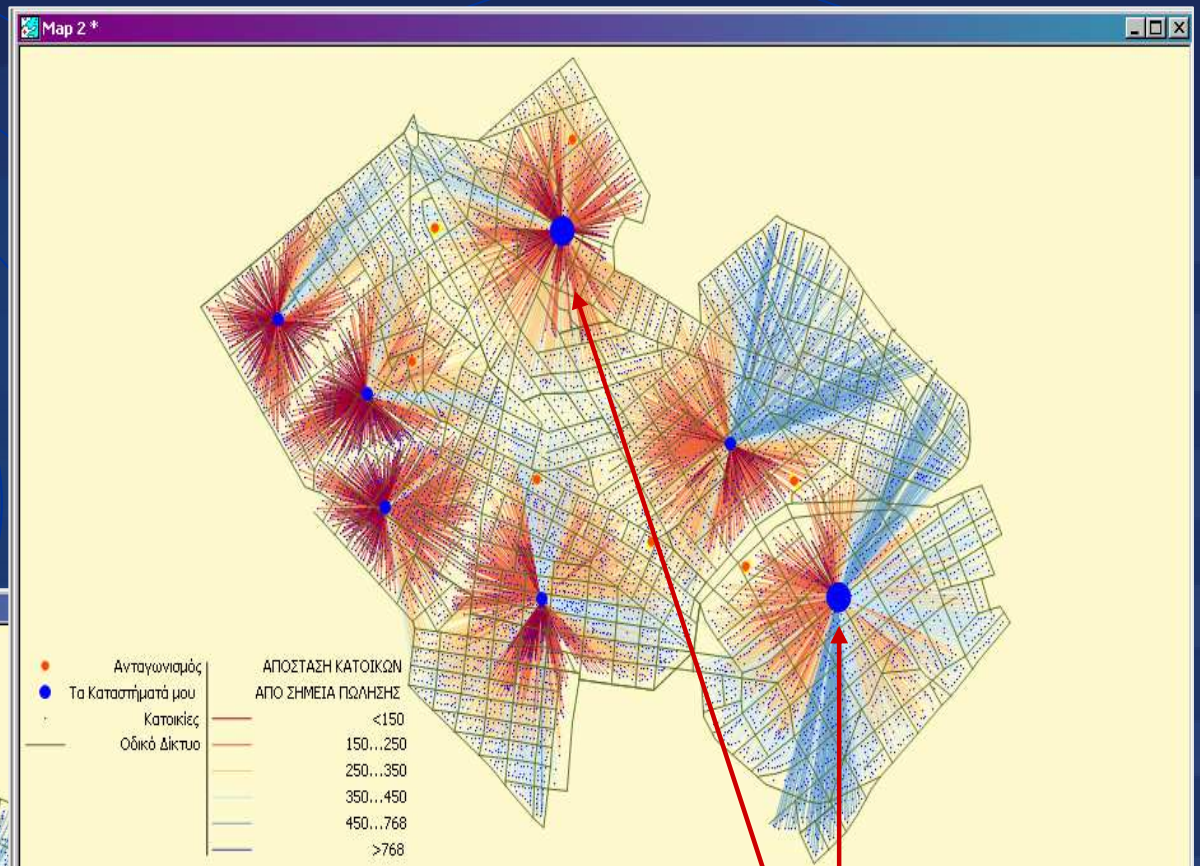
# COMPARE THE FACTS AND REACH CONCLUSIONS FAST



Where should I heavily promote and what kind of event should I choose ?



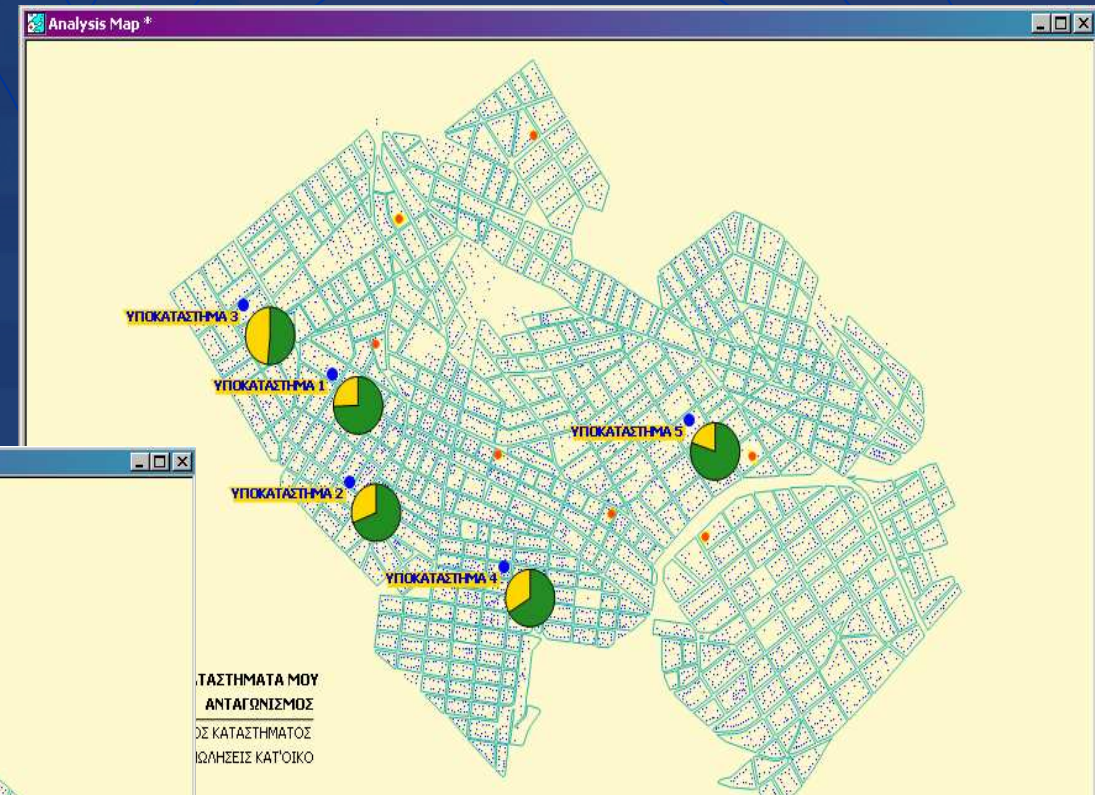
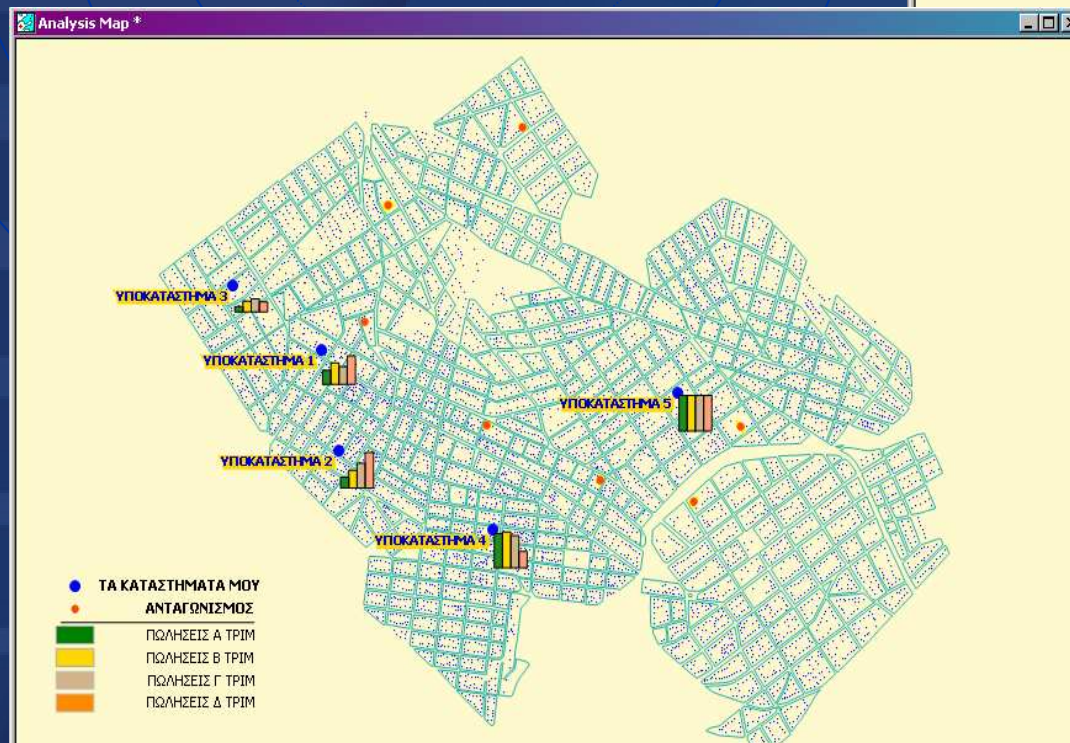
# TEST EFFECTIVENESS OF ALTERNATIVE SOLUTIONS THROUGH G.I.S. ANALYSIS BEFORE YOU REACH YOUR FINAL DECISION..



**WHAT WILL HAPPEN IF I  
COVER TWO EXTRA  
POINT OF SALES ?**

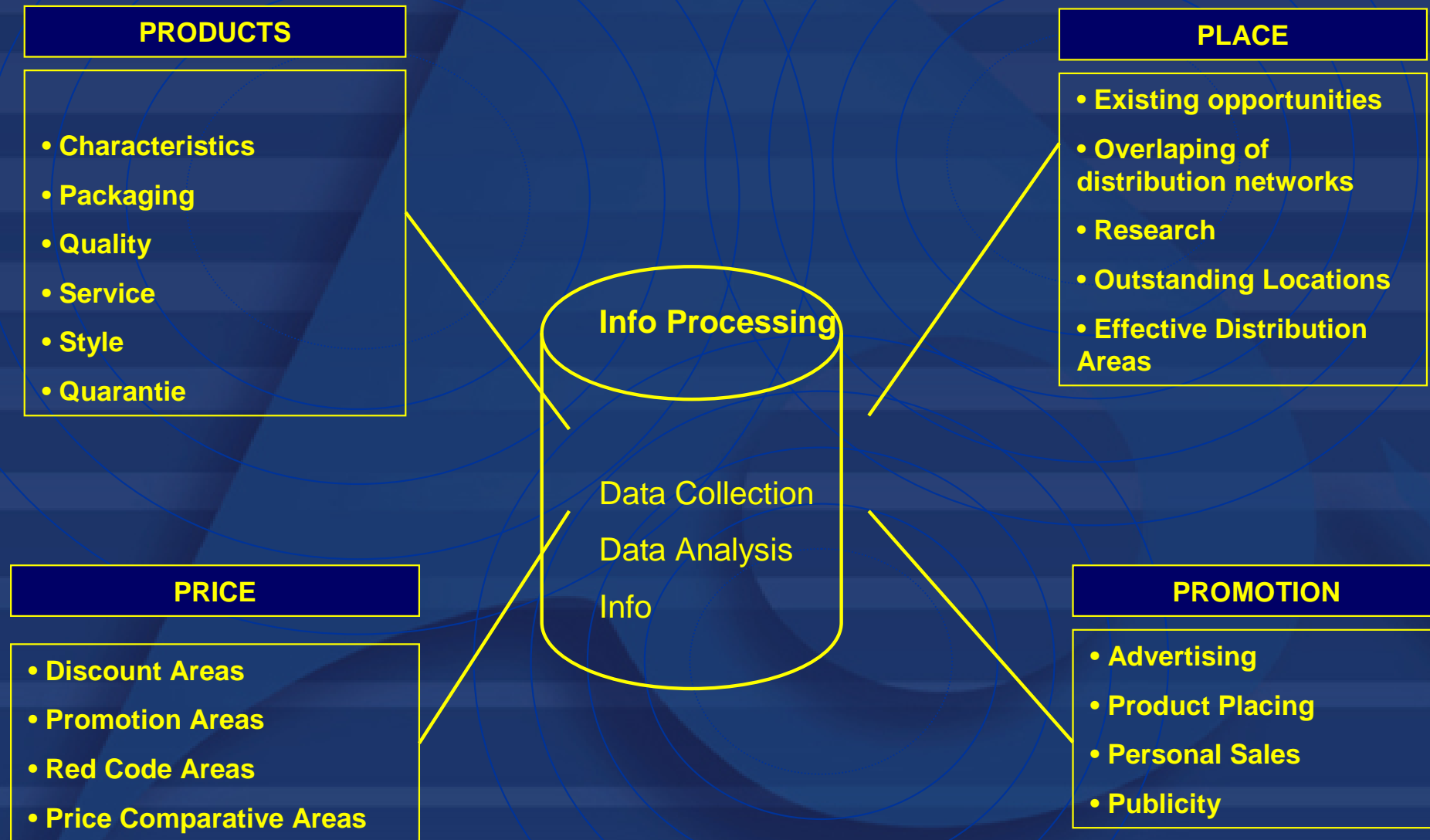


# MONITOR THE DISTRIBUTION SYSTEM OPERATION AND EVALUATE ITS EFFECTIVENESS..



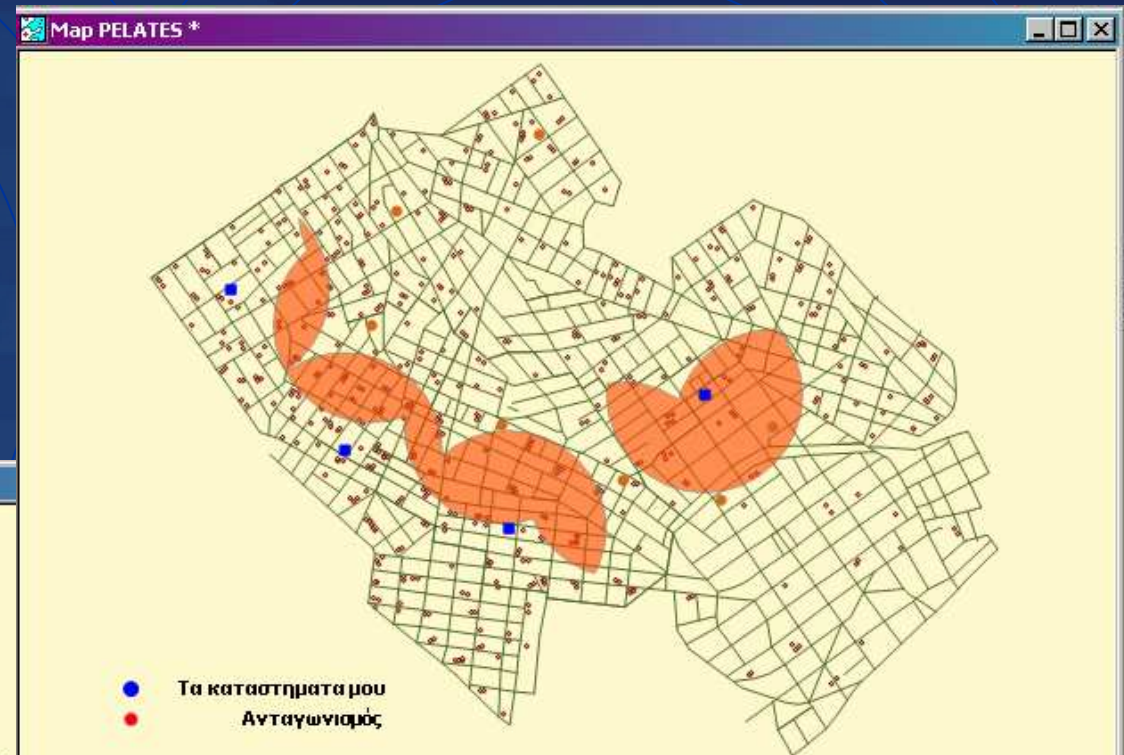
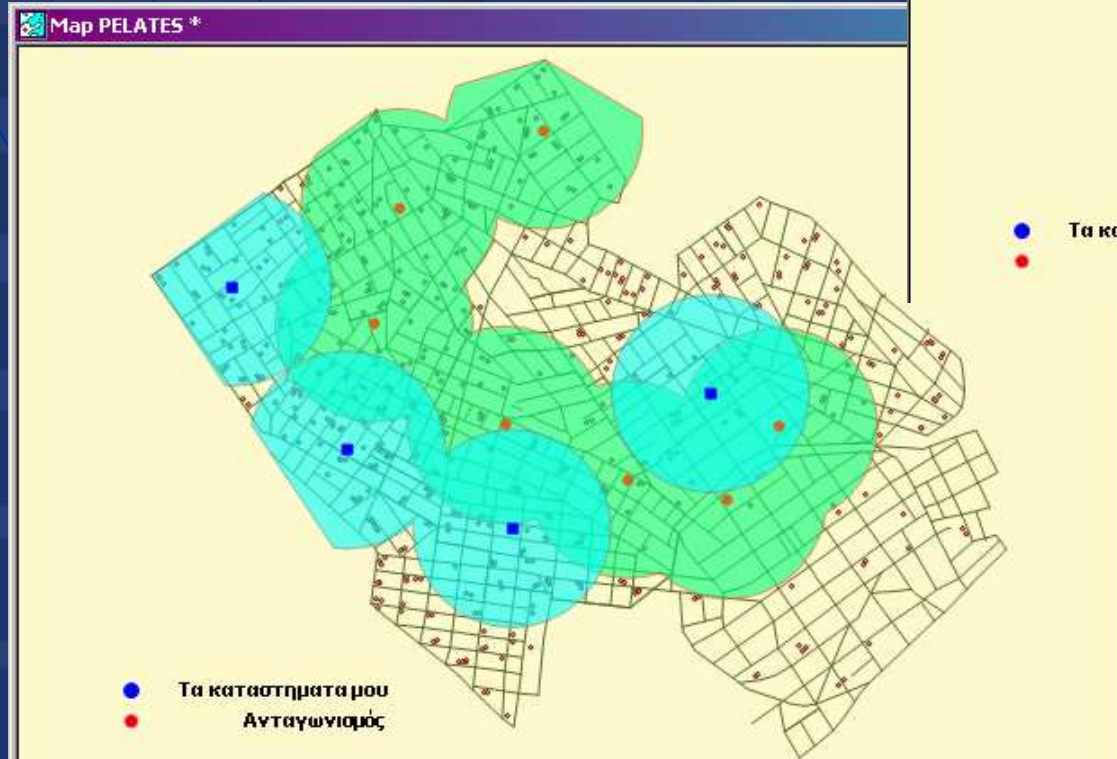


# ONE G.I.S. MAP = 1000 TABLES & GRAPHS





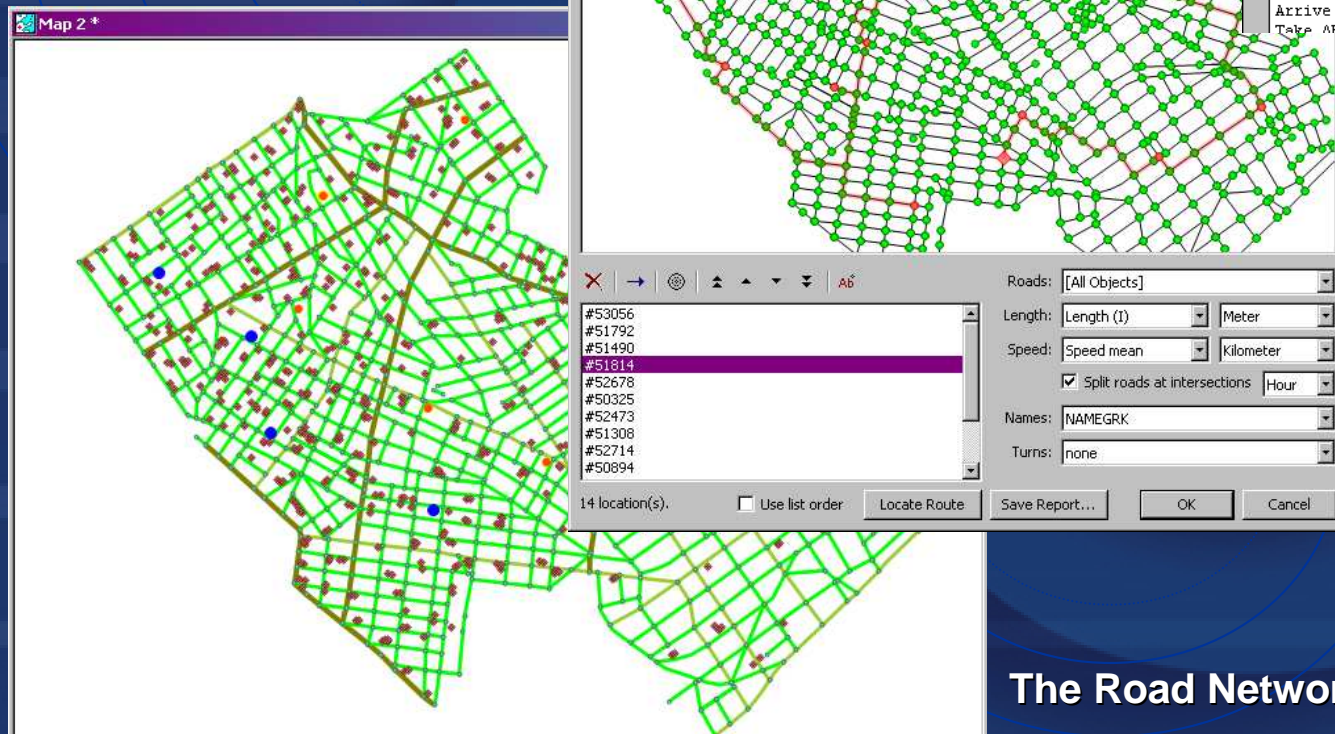
# TAKE A LOOK AT YOUR COMPETITION AND SEE WHAT YOU SHARE !!!



TAKE IMMEDIATE ACTION WHEN  
THINGS ARE  
“OBVIOUS”



# REVIEW AND EVALUATE CURRENT PRACTISES AND PROSEDURES



**ROUTE 1 \***

Start at starting location.  
Take EYMENOYZ.  
Drive for about 1 minute (0.08 km).  
Arrive EYMENOYZ.  
Continue on EYMENOYZ.  
Drive for about 1 minute (0.04 km).  
Arrive EYMENOYZ.  
Continue on EYMENOYZ.  
Drive for about 1 minute (0.04 km).  
Arrive EYMENOYZ.  
Take TSAAAAPH.  
Drive for about 1 minute (0.05 km).  
Arrive XEIAGNOS.  
Take XEIAGNOS.  
Drive for about 1 minute (0.12 km).  
Arrive XEIAGNOS.  
Continue on XEIAGNOS.  
Drive for about 1 minute (0.05 km).  
Take XPYZAPH.  
Drive for about 1 minute (0.05 km).  
Take KAAAIHOAESE.  
Drive for about 1 minute (0.06 km).  
Arrive KAAAIHOAESE.  
Take APAHAMITROV.

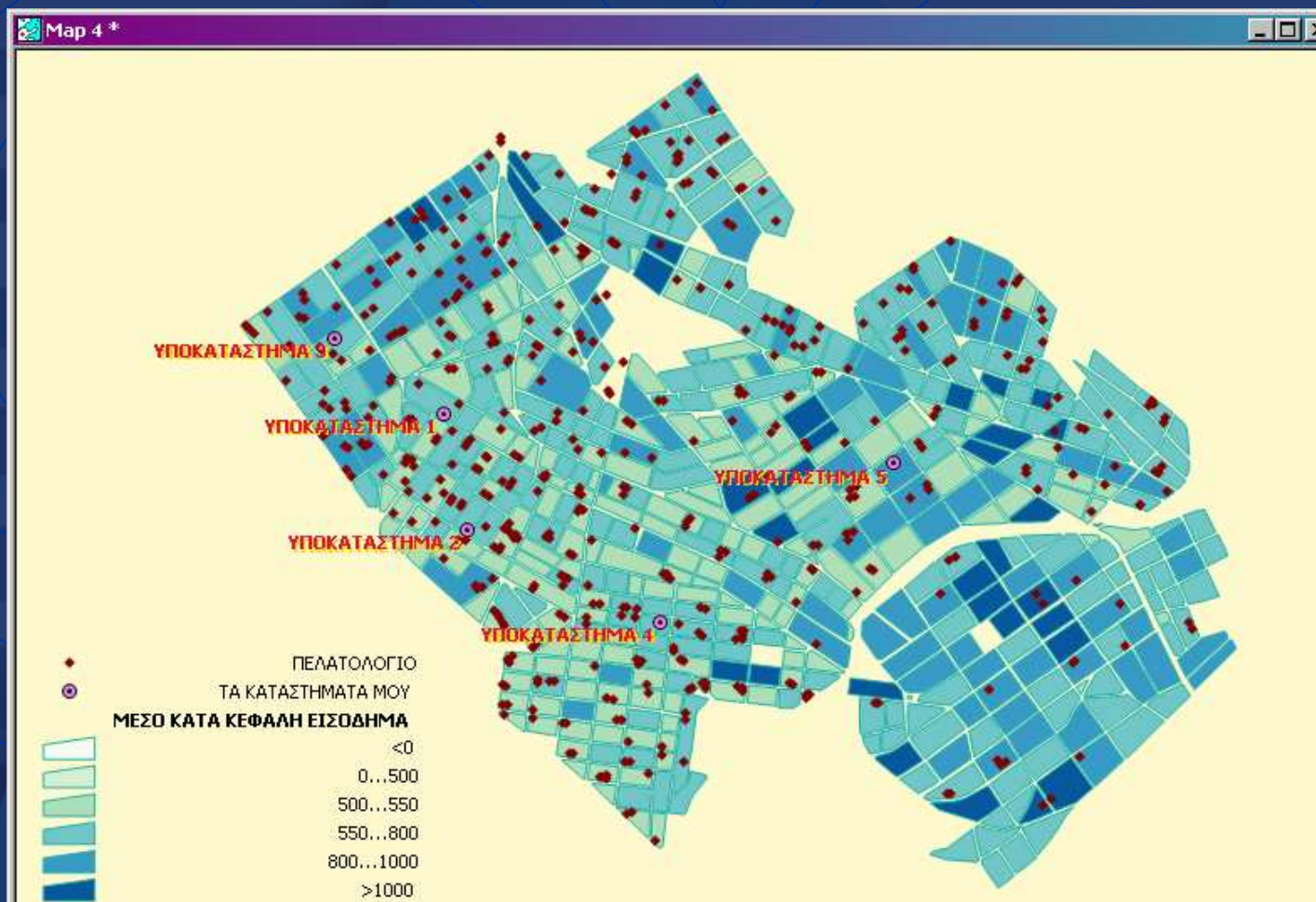
Address / Time  
Analysis Report

Calculation of optimum  
routing

The Road Network



# LEARN MORE ABOUT YOUR CUSTOMERS.



**WHERE ARE THE IDEAL CUSTOMERS LOCATED?  
SEE THEM AND APPROACH THEM APPROPRIATELY!!!**



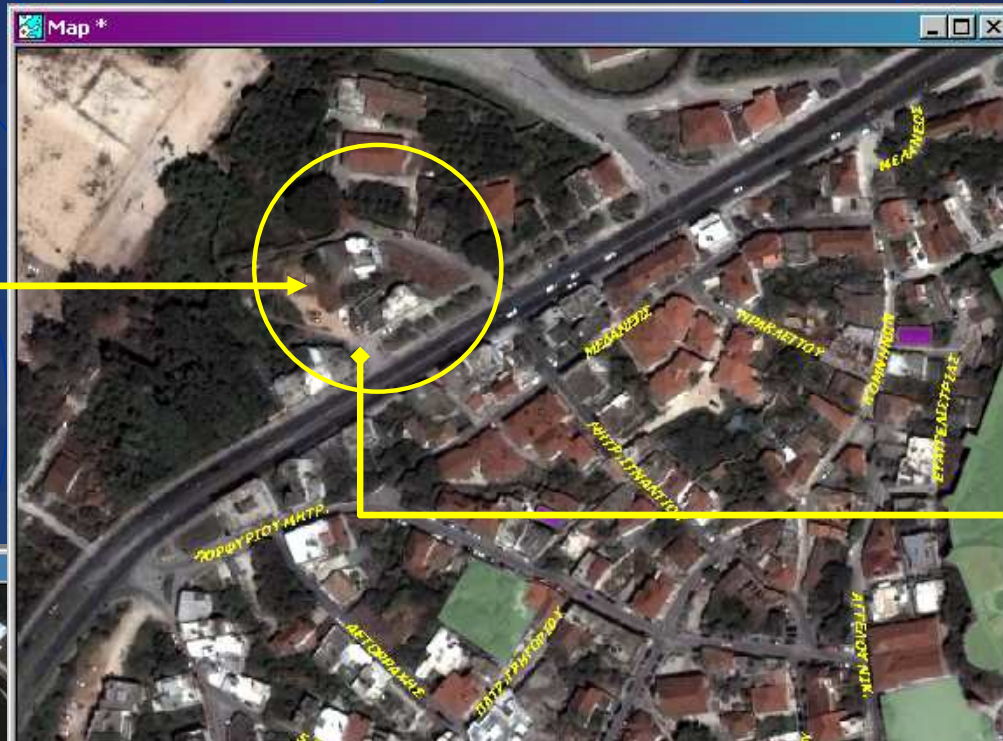
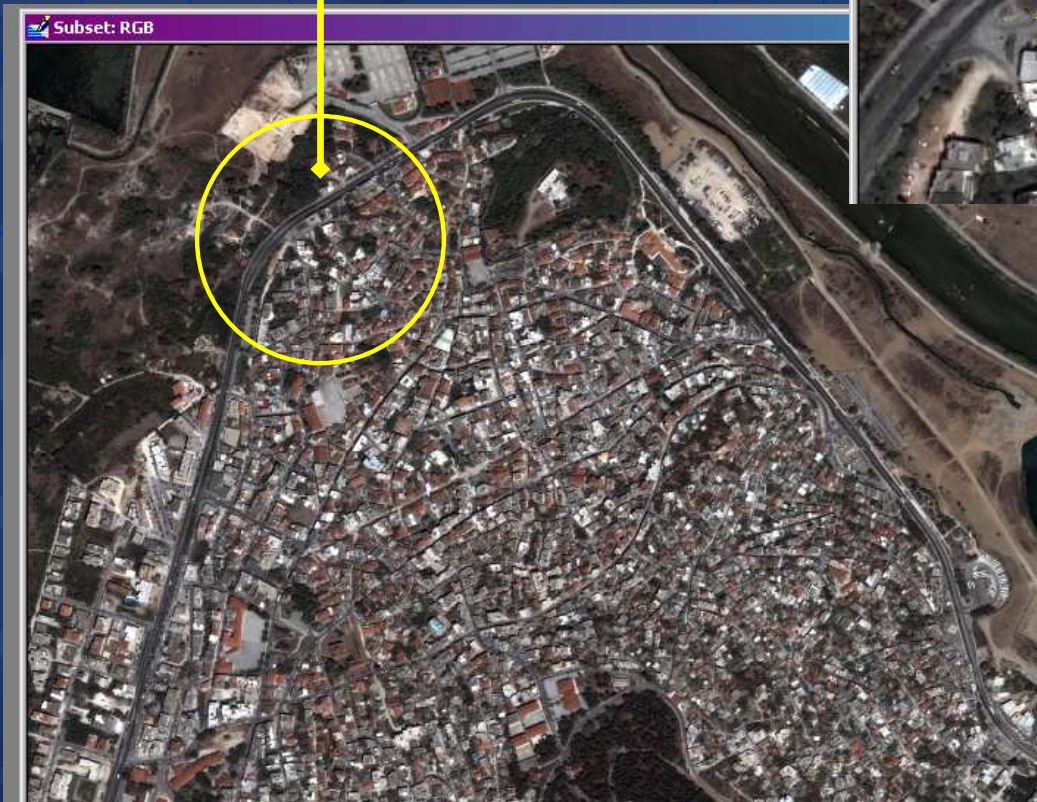
# EXPLOIT AND EVALUATE NEW MARKETS.

Map \*

Subset: RGB

Map \*

PRIME LINK Co





# WITH THE USE OF **G.I.S** ANALYSIS YOU CAN . . .

- ❑ **SELECT THE MOST APPROPRIATE METHOD OF DISTRIBUTION EXPANSION**
- ❑ **MONITOR AND COMPARE SALES ON THE BASIS OF SOCIOECONOMIC AND GEOGRAPHIC CHARACTERISTICS**
- ❑ **PROGRAM AND ACCESS EFFECTIVENESS OF PROMOTIONAL ACTIVITIES**
- ❑ **DISCOVER AND DEVELOP NEW MARKETS**
- ❑ **SELECT IDEAL CONSUMER PROFILE**
- ❑ **MAXIMISE NETWORK EFFECTIVENESS**

## **IN ORDER**

- ❑ **WIDEN YOUR CLIENTEL BASE**
- ❑ **IMPROVE PRODUCT / SERVICE QUALITY**
- ❑ **INCREASE CUSTOMER SATISFACTION**
- ❑ **MAINTAIN COMPANY GROWTH**
- ❑ **MAXIMISE COMPANY PROFITABILITY**