

Keep pace with changing markets with Network Planning Studies.

Network Planning delivers key advantages.

Dealer networks must evolve to meet the changing economic landscape, your strategic growth plans and variations in consumer preferences. In today's changing world, dealer networks that *plan to succeed* gain significant advantages over those that merely react to market forces. Urban Science's Network Planning Studies will give you a decided advantage.

Ranging from City Market Studies to National Strategic Blueprints, our Network Planning Studies help manufacturers understand their current networks and identify new sales and service opportunities. Our clients acknowledge that having an optimized distribution channel prepares them for future challenges and gives them a competitive advantage.

Methodologies you can have confidence in.

Urban Science sets the industry standard for network planning. Our methodologies have been refined and proven over three decades for nearly every brand around the globe. Which is why we can say with confidence that our methodologies are proven, and defensible.

New Vehicle Sales

Sell more vehicles by identifying natural markets for analysis and following recommendations for optimal network, including number and location of new vehicle outlets. Plan to accomplish sales objectives and measure performance of operators.

Service

Increase customer satisfaction and loyalty by analyzing service opportunities available for the network. Analyze the optimal number, location, and outlet size in terms of bays and technicians.

▶ GAIN THE POWER TO PLAN YOUR DEALER NETWORK

- Determine the number, location and type of facilities necessary to reach dealer network objectives
- Diagnose the causes of the brand's performance
- Separate the causes of poor performance into common themes for action planning
- Measure performance of existing dealers
- Help implement dealer network plans

▶ Find out how to shape market forces to your best advantage.

Visit urbanscience.com.



