

# Locus™ Professional Tutorial

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## About This Tutorial

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### What You Should Know

This LOCUS™ Pro Tutorial is intended for the experienced LOCUS™ user. Consider it a reference guide to quickly gain familiarity with all of the additions to the new LOCUS™ Pro.

LOCUS™ Professional requires an Installation CD. Once installed updates for LOCUS™ Pro will be posted on the Dakota Worldwide website: [www.dakotaww.com](http://www.dakotaww.com).

LOCUS™ Pro will read in any Balance or Tactic files created in LOCUS™ 2000/2002. However, once it is saved in LOCUS™ Pro, it will no longer read into LOCUS™ 2002. Dakota Worldwide will no longer support updates for LOCUS™ 2002 and can be uninstalled once LOCUS™ Pro is up and running.

To install LOCUS™ Pro You must first copy your files from LOCUS™ 2000/2002. Make sure to copy security.loc because by copying this file you will NOT need to call for a code. If you save changes to a Locus.sys file you must also copy that.

If you need information on market analysis procedures, collecting data or GIS Mapping compatibility, contact Dakota Worldwide:

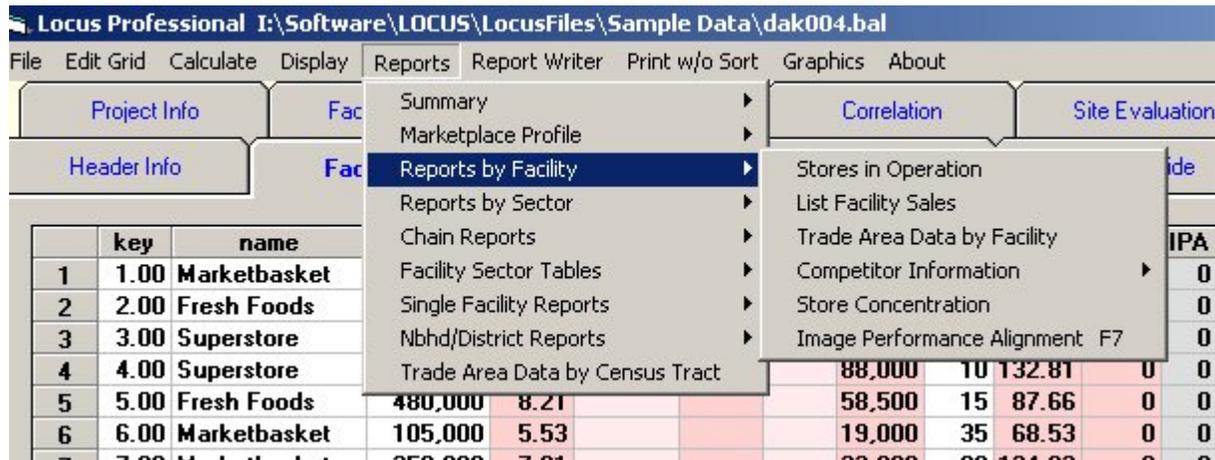
Email: [Dakota@dakotaww.com](mailto:Dakota@dakotaww.com)

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Toll Free: 1.800.475.4505

## Main Screen

### Reports



Locus Professional has modified the “Reports” menu. Reports are grouped based on type of report in order to provide a more intuitive access to a report.

## Facility Tab-Calculate

Locus Professional I:\Software\LOCUS\LocusFiles\Sample Data\dak004.bal

File Edit Grid Calculate Display Reports Report Writer Print w/o Sort Graphics About

Project Header In

Sector Groups Correlation Site Evaluation

Sectors Barriers Curve Override

|   | key  |                           | sqft   | calc vol  | \$/sqft | ta dif | sqft   | draw | image  | i-rank | IPA | curve | r |
|---|------|---------------------------|--------|-----------|---------|--------|--------|------|--------|--------|-----|-------|---|
| 1 | 1.00 | Adjust Float (fix flt)    | 00     | 120,000   | 8.00    | 0      | 15,000 | 15   | 207.70 | 2      | 21  | 80.00 |   |
| 2 | 2.00 | Calc Sector Radius        | 46     | 499,997   | 7.46    | -1     | 67,000 | 30   | 135.97 | 6      | 10  | 50.00 |   |
| 3 | 3.00 | Update Sector Radius      | 53     | 789,995   | 10.53   | -1     | 75,000 | 30   | 162.72 | 3      | 2   | 50.00 |   |
| 4 | 4.00 | Release Float             | 93     | 1,050,004 | 11.93   | 0      | 88,000 | 10   | 285.96 | 1      | 4   | 50.00 |   |
| 5 | 5.00 | Close Highlighted Facil   | 21     | 480,002   | 8.21    | 0      | 58,500 | 15   | 92.70  | 8      | 15  | 50.00 |   |
| 6 | 6.00 | Open Highlighted Facil    | 53     | 105,000   | 5.53    | 0      | 19,000 | 35   | 71.82  | 15     | 20  | 66.00 |   |
| 7 | 7.00 | Adjust Curve / Calc Image | 81     | 250,001   | 7.81    | 1      | 32,000 | 90   | 138.08 | 5      | 3   | 75.00 |   |
| 8 | 8.00 | Marketbasket              | 31     | 125,000   | 4.31    | 0      | 29,000 | 95   | 79.75  | 14     | 17  | 75.00 |   |
| 9 | 9.00 | Marketbasket              | 90,000 | 90,000    | 7.50    | 0      | 12,000 | 95   | 89.84  | 9      | 11  | 75.00 |   |

“Adjust Curve / Calc Image” has been added to the “Calculate” menu. The program adjusts the curve and recalculates the image of the selected facility in order to align the facility’s image rank with the IPA. This can be a significant time saver when starting the modeling of a medium to large sized trade area. Select the curve of only one store prior to the calculation.

## Project Info Tab

Locus Professional I:\Software\LOCUS\LocusFiles\Sample Data\dak004.bal

File F/ilt Grid Calculate Display Reports Report Writer Print w/o Sort Graphics About

Header Info Facilities Sectors Barriers Curve Override

**Project Info** Facility Groups Sector Groups Correlation Site Evaluation

Project Number DAK003

Study Location Dakota City, Minnesota

Analyst of Record John Doe

Client Description Client Company

Census Year 1990

Default File Path \* I:\Market Analysis\DAVE\ Set File Path

Default Map File Path Set File Path

Years from field work to 2nd population numbers 1 Years from field work to 3rd population numbers 3

Low Draw (for reports)\* 0 Low Vol for Stores in Oper

Market Share Cutoff \* 1

Facility Ratings 1-Grocery

Price store IPA adjustment % 100

Include Addresses \* No

IPA Weights - whole numbers - must add up to 100

Obs Vol 20 TA Vol 20 Ratings 20

Obs \$/SF 20 TA \$/SF 20 Check Weights

\* - In .sys file - not in model file

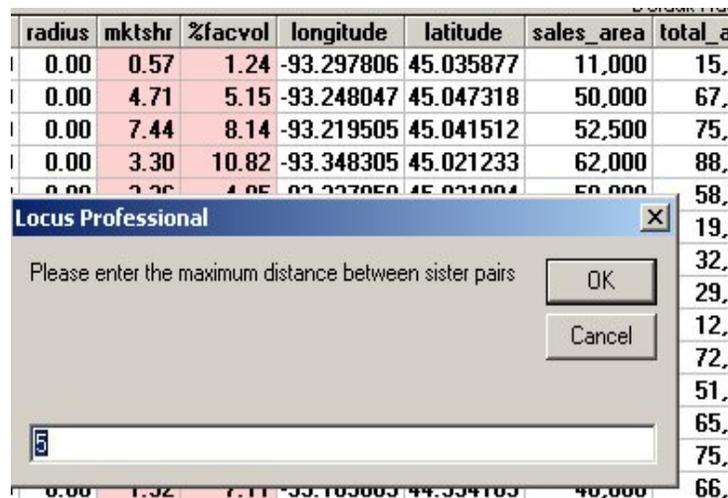
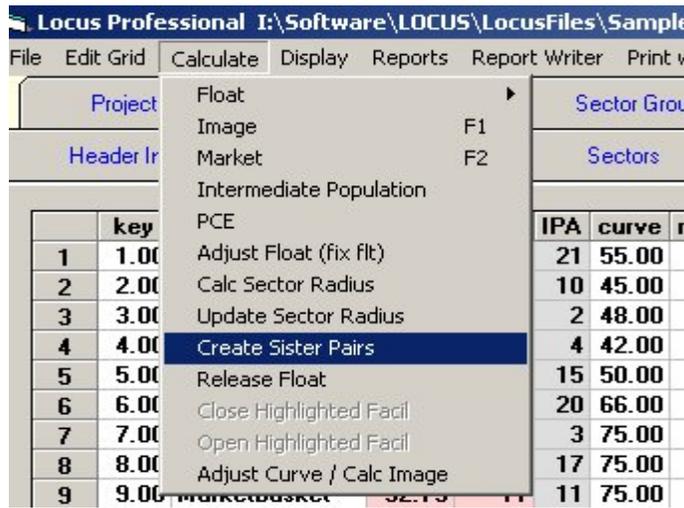
The user can customize the IPA calculation by increasing or decreasing the weights of the five variables, thus incorporating the users own modeling values into Locus.

## Facility Tab-Edit Grid-IPA diff sort

| File Edit Grid Calculate Display Reports Report Writer Print w/o Sort Graphics About  |       |                 |           |               |           |             |        |                 |      |        |        |     |       |
|---|-------|-----------------|-----------|---------------|-----------|-------------|--------|-----------------|------|--------|--------|-----|-------|
| Insert Row<br>Delete Row<br>Append Row<br>Add x Rows<br>Del Highlighted Rows<br>Close Cur Open Ident<br>Copy<br>Paste<br>Sort Descend<br>Sort Ascend<br>Facility Group Sort<br>Sector Group Sort<br><b>IPA diff Sort</b><br>Group Multiply<br>Group Add<br>Renumber<br>Create Group<br>Hi-Lite (Facility or Sector) |       | Facility Groups |           | Sector Groups |           | Correlation |        | Site Evaluation |      | Ma     |        |     |       |
|   |       | Facilities      |           | Sectors       |           | Barriers    |        | Curve Override  |      | Image  |        |     |       |
|   |       |                 | obs vol   | \$/sqft       | calc vol  | \$/sqft     | ta dif | sqft            | draw | image  | i-rank | IPA | curve |
|   |       |                 | 90,000    | 7.50          | 90,000    | 7.50        | 0      | 12,000          | 95   | 61.78  | 19     | 11  | 70.00 |
|   |       |                 | 790,000   | 10.53         | 790,004   | 10.53       | 1      | 75,000          | 30   | 130.11 | 6      | 2   | 48.00 |
|   |       |                 | 250,000   | 7.81          | 250,000   | 7.81        | 0      | 32,000          | 90   | 125.56 | 7      | 3   | 75.00 |
|   |       |                 | 725,000   | 10.07         | 725,003   | 10.07       | 2      | 72,000          | 85   | 135.11 | 5      | 1   | 61.00 |
|   |       |                 | 185,000   | 6.98          | 184,999   | 6.98        | 0      | 26,500          | 25   | 53.41  | 21     | 19  | 64.00 |
|   |       |                 | 130,000   | 7.65          | 129,999   | 7.65        | 0      | 17,000          | 35   | 55.48  | 20     | 18  | 60.00 |
|   |       |                 | 125,000   | 4.31          | 125,000   | 4.31        | 0      | 29,000          | 95   | 63.61  | 18     | 17  | 70.00 |
|   |       |                 | 600,000   | 11.76         | 600,002   | 11.76       | 0      | 51,000          | 10   | 81.44  | 14     | 13  | 37.00 |
|   |       |                 | 500,000   | 7.46          | 500,002   | 7.46        | 1      | 67,000          | 30   | 90.08  | 10     | 10  | 45.00 |
|   |       |                 | 450,000   | 11.69         | 449,998   | 11.69       | -1     | 38,500          | 25   | 90.52  | 9      | 9   | 58.00 |
|   |       |                 | 500,000   | 11.36         | 499,997   | 11.36       | -1     | 44,000          | 25   | 95.52  | 8      | 8   | 54.00 |
|   |       |                 | 610,000   | 9.38          | 610,002   | 9.38        | 0      | 65,000          | 10   | 81.69  | 13     | 14  | 40.00 |
|   |       |                 | 690,000   | 10.45         | 690,000   | 10.45       | 0      | 66,000          | 7    | 85.54  | 11     | 12  | 40.00 |
|   |       |                 | 85,000    | 7.39          | 85,000    | 7.39        | 0      | 11,500          | 75   | 75.69  | 15     | 16  | 90.00 |
| 15  | 15.00 | Fresh Foods     | 615,000   | 9.69          | 614,998   | 9.69        | 0      | 63,500          | 25   | 143.28 | 4      | 6   | 64.00 |
| 16  | 16.00 | Superstore      | 700,000   | 10.77         | 699,997   | 10.77       | -1     | 65,000          | 25   | 147.25 | 3      | 5   | 67.00 |
| 17  | 4.00  | Superstore      | 1,050,000 | 11.93         | 1,049,998 | 11.93       | 0      | 88,000          | 10   | 197.44 | 1      | 4   | 47.00 |
| 18  | 5.00  | Fresh Foods     | 480,000   | 8.21          | 479,999   | 8.21        | 0      | 58,500          | 15   | 83.16  | 12     | 15  | 50.00 |
| 19  | 1.00  | Marketbasket    | 120,000   | 8.00          | 120,000   | 8.00        | 0      | 15,000          | 15   | 64.12  | 17     | 21  | 55.00 |
| 20  | 6.00  | Marketbasket    | 105,000   | 5.53          | 105,000   | 5.53        | 0      | 19,000          | 35   | 64.70  | 16     | 20  | 66.00 |
| 21  | 13.00 | Superstore      | 900,000   | 12.00         | 900,001   | 12.00       | 0      | 75,000          | 7    | 174.49 | 2      | 7   | 43.00 |

“IPA Diff Sort” has been added to the “Edit Grid” menu. This sorts the stores by the difference between the “i-rank” and “IPA” columns. The sample above is already sorted. (i-rank vs. IPA). Stores that are the most out of alignment can be identified quickly and dealt with first.

## Calculate- Create Sister Pairs



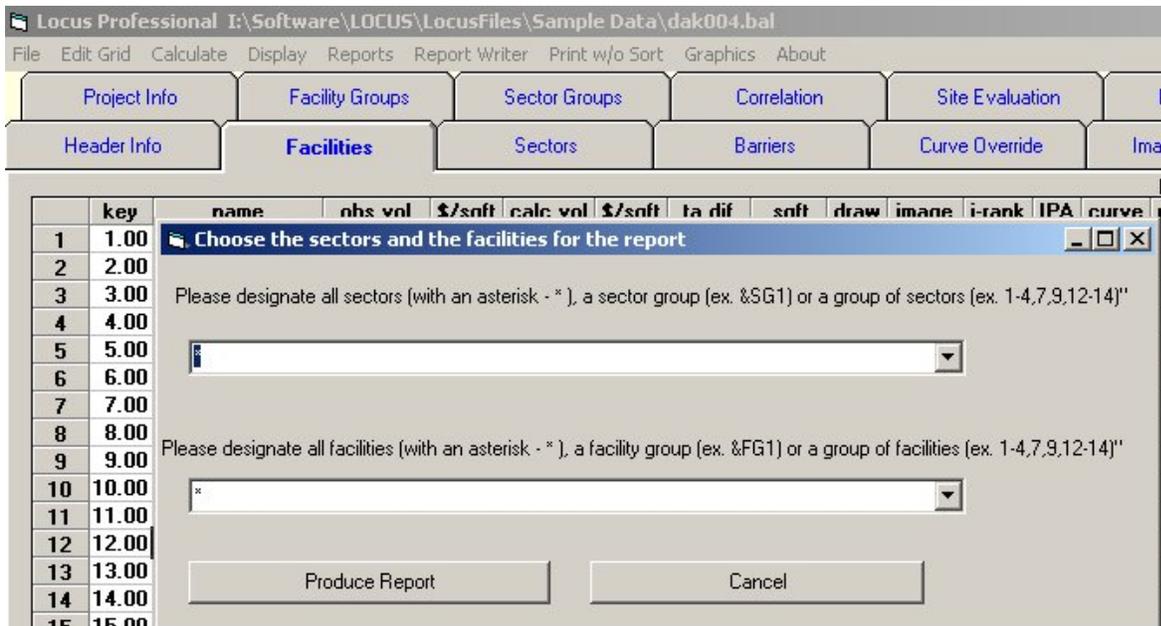
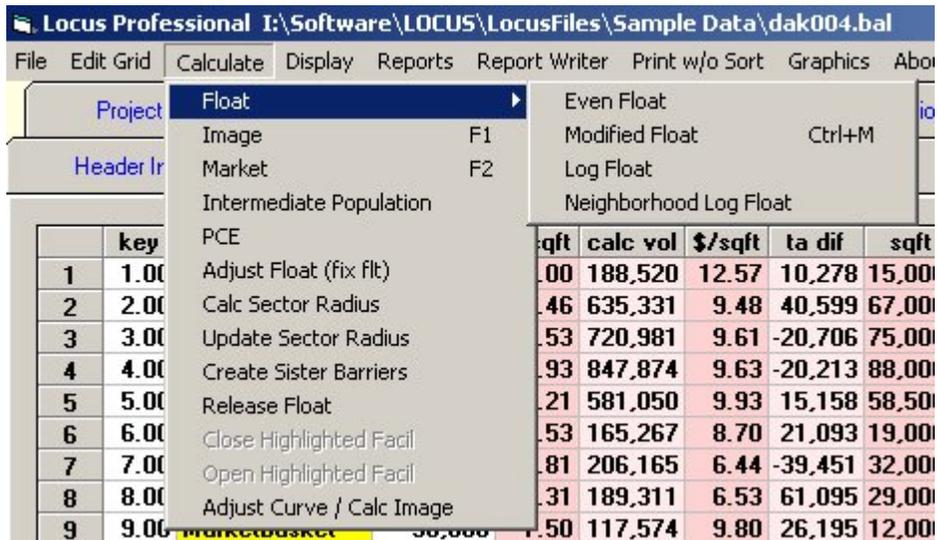
”Create Sister Pairs” has been added to the “Calculate” menu. User must enter maximum distance and barrier weight. A sister pair is created when two facilities have the same chain name and are closer than the maximum distance specified.

### Facility or Sector Tab-Edit Grid- Hi Lite (Facility or Sector)

| File | Edit Grid                    | Calculate | Display | Reports   |
|------|------------------------------|-----------|---------|-----------|
|      | insert row                   |           |         | by Groups |
|      | delete row                   |           |         |           |
|      | append row                   |           |         | ties      |
|      | add x rows                   |           |         |           |
|      | del highlighted rows         |           |         | 0 Pop     |
| 1    | Close Cur. Open Ident        |           |         | 1,525     |
| 2    | copy                         |           |         | 1,260     |
| 3    | paste                        |           |         | 1,210     |
| 4    | sort descend                 |           |         | 2,215     |
| 5    | sort ascend                  |           |         | 1,265     |
| 6    | facility group sort          |           |         | 1,515     |
| 7    | sector group sort            |           |         | 1,895     |
| 8    | IPA diff Sort                |           |         | 2,210     |
| 9    | group multiply               |           |         | 1,255     |
| 10   | group add                    |           |         | 2,375     |
| 11   | Renumber                     |           |         | 1,725     |
| 12   | Create Group                 |           |         | 2,020     |
| 13   | Hi-Lite (Facility or Sector) |           |         | 2,300     |
| 14   |                              |           |         | 2,100     |
| 15   | 15.00                        | 18.00     | 914     | 850       |
| 16   | 16.00                        | 17.00     | 1,853   | 1,700     |
| 17   | 17.00                        | 24.00     | 2,106   | 1,800     |
| 18   | 18.00                        | 25.00     | 2,563   | 2,385     |
| 19   | 19.00                        | 30.00     | 1,185   | 1,185     |
| 20   | 20.00                        | 36.00     | 1,328   | 1,375     |
| 21   | 21.00                        | 31.00     | 2,180   | 1,955     |
| 22   | 22.00                        | 37.00     | 1,340   | 1,300     |
| 23   | 23.00                        | 26.00     | 2,039   | 1,940     |
| 24   | 24.00                        | 26.00     | 412     | 400       |
| 25   | 25.00                        | 40.00     | 1,996   | 1,900     |
| 26   | 26.00                        | 40.00     | 1,561   | 1,400     |
| 27   | 27.00                        | 40.00     | 1,888   | 1,725     |
| 28   | 28.00                        | 39.00     | 1,592   | 1,500     |

Facilities and sectors can now be “marked” with yellow highlight to serve as a pointer for the user. Highlighting can be reversed by re-highlighting the facility or sector. A user may wish to mark a facility/sector that needs further attention or may choose to mark each facility/sector after it has been reviewed. The highlighting always appears in the second column. (The color of the first column is used in group sorts.)

## Calculate-Float-Neighborhood Log Float

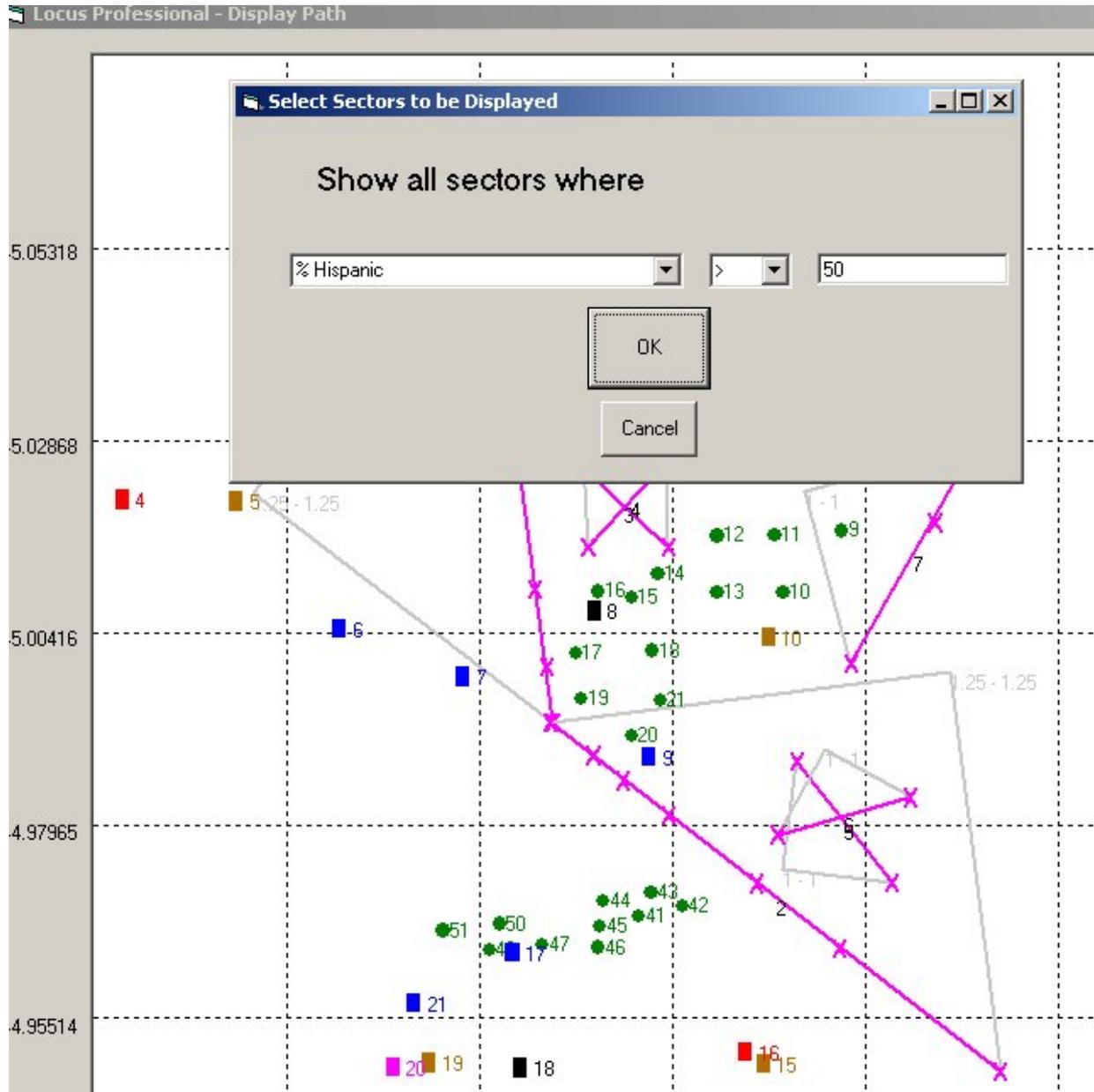


“Neighborhood Log Float” has been added to “Calculate” – “Float” menu. Float is distributed within a user selected neighborhood or area. Facilities, sectors, and radius are designated, and then float is distributed within those boundaries. Typically, the user would designate every facility and sector to a particular “neighborhood”.

This could be helpful when certain demographic or geographic characteristics divide up a trade area or two towns are part of one trade area.

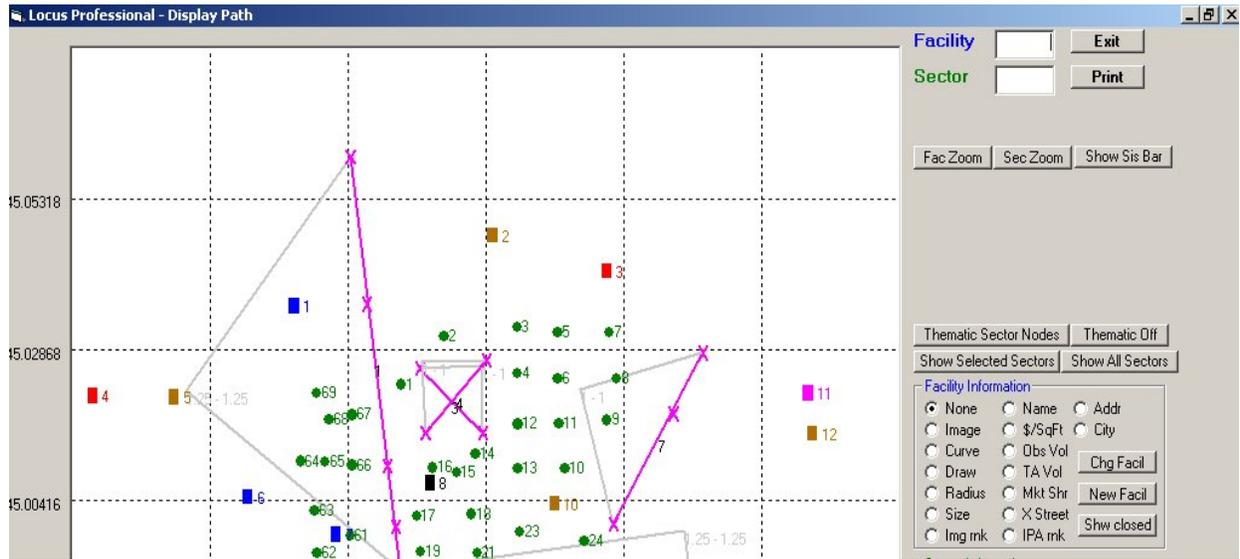
# Display Path Screen

## Show Selected Sectors



A “Show Selected Sectors” button has been added to the “Display Path” screen. Only sectors that meet the specified demographic qualifications are shown. The “Show All Sectors” button undoes the sector selection. A user can quickly target and display sectors for better understanding of the trade area. The sample above shows all sectors over 50% Hispanic.

## Thematic Sector Nodes



**Thematic Sector Nodes**

For Example With

% Hispanic

Median Household Income

|   |                        |                                 |  |   |                                    |
|---|------------------------|---------------------------------|--|---|------------------------------------|
|  | >                      | <input type="text" value="80"/> |  | > | <input type="text" value="85000"/> |
|  | >                      | <input type="text" value="60"/> |  | > | <input type="text" value="65000"/> |
|  | >                      | <input type="text" value="40"/> |  | > | <input type="text" value="45000"/> |
|  | >                      | <input type="text" value="20"/> |  | > | <input type="text" value="25000"/> |
|  | <= to the above amount |                                 |  |   |                                    |

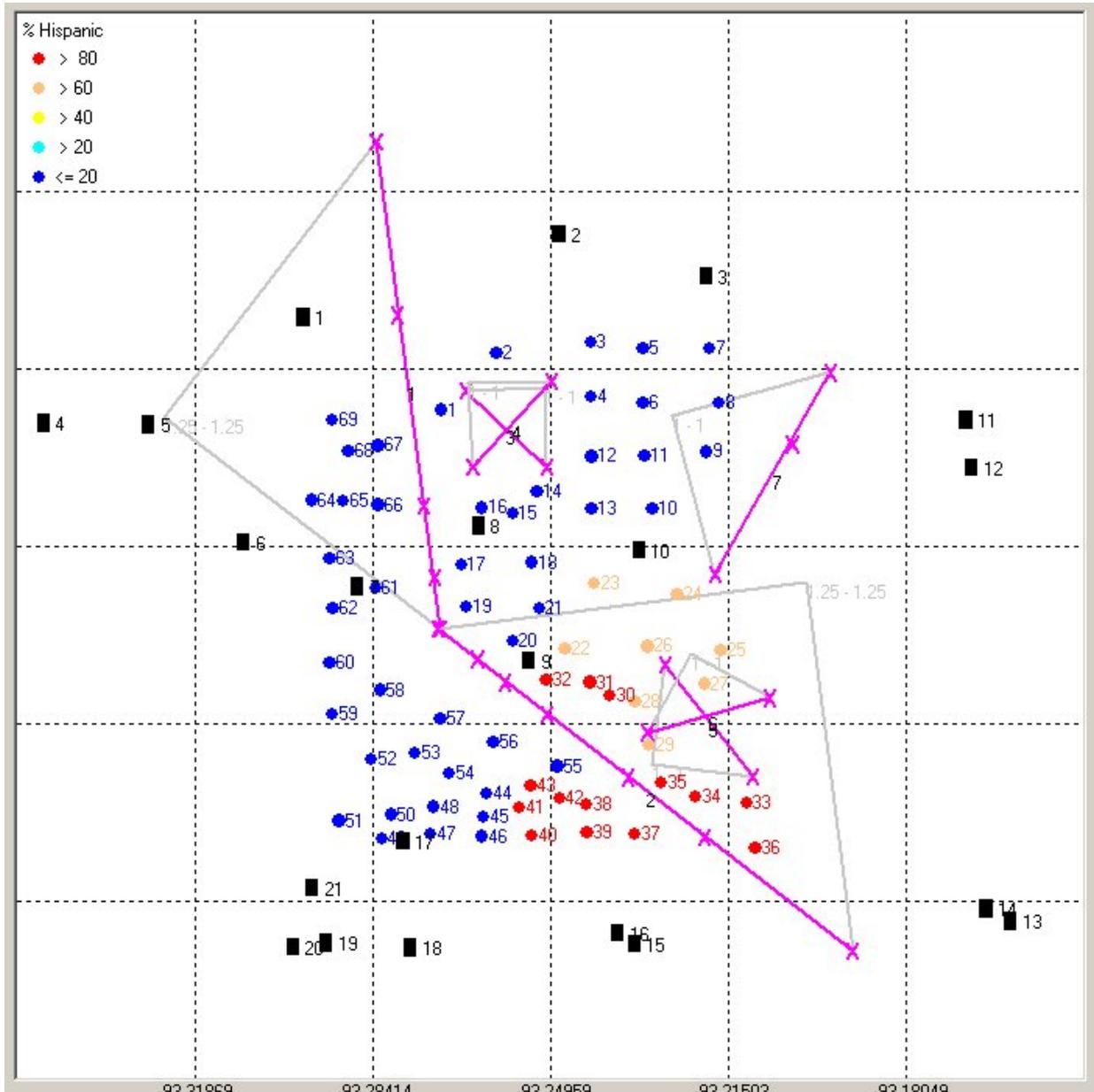
The sector node would be yellow if the median household income for the sector were greater than 45000 and less than or equal to 65000.

Legend - upper left corner of map

Legend Off

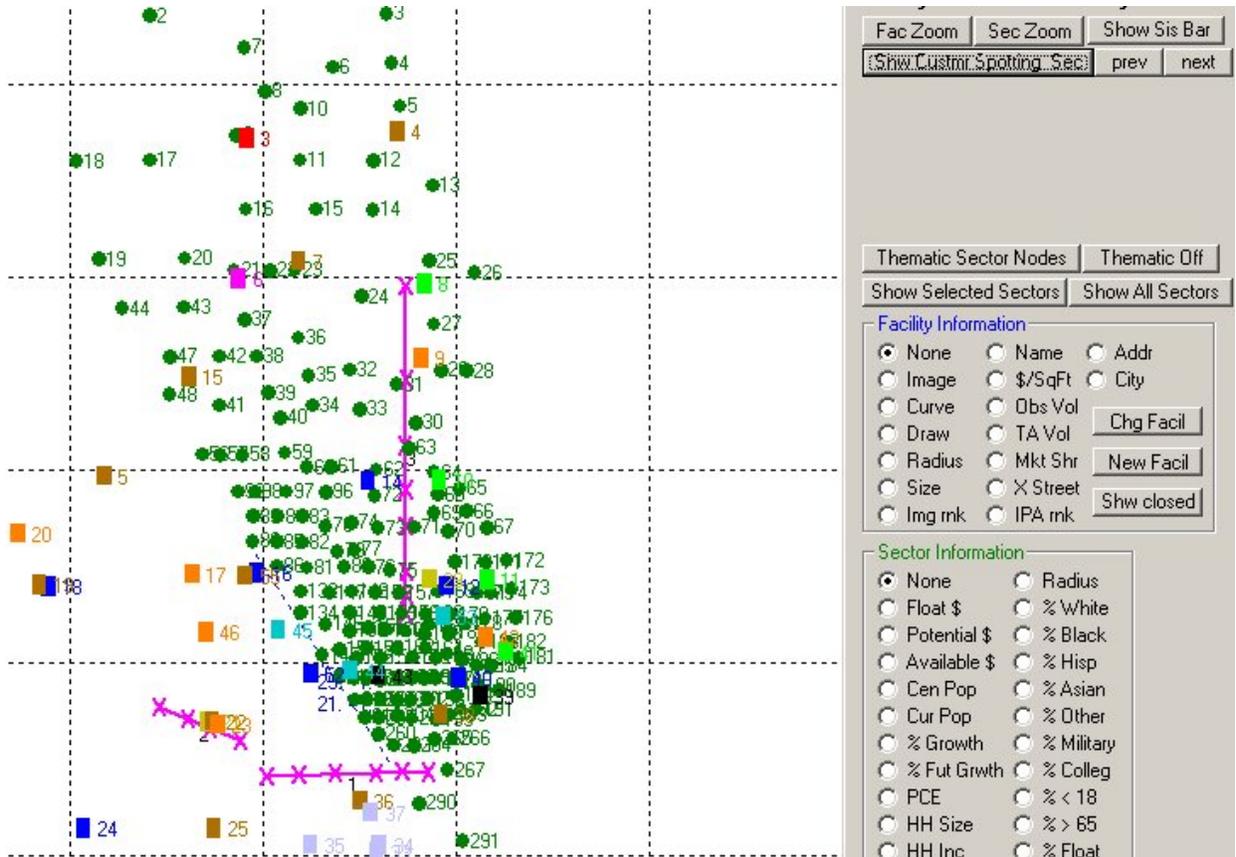
Legend On

OK Cancel



Thematic colorization is accessible through the “Thematic Sector Nodes” button added to the “Display Path” screen. Each variable can be color grouped based on individual sector value. User has full control of the ranges and can quickly view demographic variables throughout the trade area. The “Thematic Off” button turns off the sector node colorization. An optional legend appears in the upper left corner of the map.

## Show Customer Spotting Sectors



Note “Shw Custrmr Spotting Sec” button. This function displays the sectors that were included as part of a customer spotting for a particular store.

# Report Writer Screen

## Format Report/MS Word



Two new menu items, “Format Report” and “MS Word”, have been added to the “Report Writer” menu bar. They provide quick access to start formatting a report via Locus or MS Word.

The screenshot displays the 'Format Report' screen. On the left is a vertical toolbar with various formatting options: Orientation Margins Head/Foot Zoom mode, Insert Row, Delete Row, Restore Row, Copy, Paste, FONTS, SHADE Area (Remove Shading), BORDER Area (Remove Border), Add Photo, Insert Page Break, Delete Page Break, Hight Each Page Top, Left Align, Center, and Right Align. The main area shows a report layout with the following content:

| A  |   |
|----|---|
| 1  | <b>CURRENT MARKET SIMULATION</b>  |
| 2  | <b>TRADE AREA TOTALS</b>  |
| 3  |   |
| 4  | Trade Area Jun 2000   |
| 5  |   |
| 6  | Population 113,070  |
| 7  | Potential 3,184,257   |
| 8  | Facility Volume 2,618,300   |
| 9  | Float Amount 565,957  |
| 10 | Float Percent 17.77%  |
| 11 | P.C.E. 28.16  |
| 12 |   |
| 13 |   |
| 14 |   |
| 15 |  |
| 16 |   |
| 17 |   |
| 18 | <b>STORES IN OPERATION</b>  |
| 19 |   |
| 20 | <b>Facility</b> ---Jun 2000 --- <b>Total</b>  |
| 21 | <b>Map Key Name Volume /SqFt Area Draw Image</b>                                    |
| 22 |   |
| 23 | 1 Marketbasket 120,000 8.00 15,000 15 67  |
| 24 | 2 Fresh Foods 500,000 7.46 67,000 30 97   |
| 25 | 3 Superstore 790,000 10.53 75,000 30 140  |
| 26 | 4 Superstore 1,050,000 11.93 88,000 10 133  |
| 27 | 5 Fresh Foods 480,000 8.21 58,500 15 88   |

The new “Format Report” screen allows a report created in Locus “Report Writer” to be totally formatted within Locus. Formatting includes headers/footers, page breaks, shading, boxing, and even inserting a store or site picture. Look into this new feature, there is more!

## Tactics

*Although this is not a new tool of Locus, it is included in this tutorial. It has quickly become a favorite for real estate developers and citywide redevelopment projects.*

### Reports-Multiple Location Facility Volume

The screenshot shows a dialog box titled "Parameters for Multiple Location Facility Volume Report". It contains the following elements:

- Search Spacing Distance:
- Border Exclusion Distance:
- Facility Exclusion Distance:
- Exclusion Facility Group:
- Draw:
- Image:
- Curve:
- Radius:
- Size:
- Auto Transfer to Facility Table:  No,  Yes
- Maximum # of test sites to transfer:
- Special Curve Information: "Use the curve of the closest facility with the following chain name" (dropdown), "Add the following number to the curve of the facility found using the above criteria" (text input)
- Special Image Information: "Use the image of the closest facility with the following chain name" (dropdown), "Add the following number to the image of the facility found using the above criteria" (text input)
- OK and Cancel buttons.

This report is utilized primarily in metro studies. It is a report tool used to direct the user to the areas within the trade area that, on the surface, show the most potential for adding a store or stores. It performs sales calculations for potential locations individually throughout the trade area in a grid like manner. The distance spacing between each test site is user selected. A greater spread will improve processor speed, however there is less detail. The user can request that the best test store locations be transferred to the facility grid. From there, the test locations are opened so the locations can be assessed in the Display Path screen.

The user provides the following information:

- 1 – Search Spacing Distance- Mile spacing of each test store
- 2 – Border Exclusion distance- Mile distance not tested from Locus node border
- 3 – Facility Exclusion Distance- Mile distance not tested from selected store groups
- 4 – Exclusion Facility Group
- 5 – Draw
- 6 – Image
- 7 – Curve
- 8 – Radius- Zero is default radius
- 9 – Size
- 10– Auto Transfer- Top test stores are sorted and will transfer to facility grid, Test Store 1000 is always the highest volume.
- 11– Special Curve Information- The test store will take on the relative curve of the closest store within a selected chain. This is optional.
- 12 – Special Image Information- The test store will take on the relative image of the closest store within a selected chain. This is optional.

The screenshot shows a dialog box titled "Parameters for Multiple Location Facility Volume Report". It contains the following fields and sections:

- Search Spacing Distance: 5
- Border Exclusion Distance: 1.5
- Facility Exclusion Distance: 2
- Exclusion Facility Group: &FG1
- Draw: 90
- Image: 125
- Curve: 65
- Radius: 0
- Size: 29000
- Auto Transfer to Facility Table:  Yes, Maximum # of test sites to transfer: 50
- Special Curve Information: "Use the curve of the closest facility with the following chain name" (Winn-Dixie; 43 stores; avg curve64.49), "Add the following number to the curve of the facility found using the above criteria" (1)
- Special Image Information: "Use the image of the closest facility with the following chain name" (Publix; 54 stores; avg image126.61), "Add the following number to the image of the facility found using the above criteria" (-10)
- Buttons: OK, Cancel

Please designate all facilities (with an asterisk (\*)), a facility group (ex. &FG1) or a group of facilities (ex. 1-4,7,9,12-14)

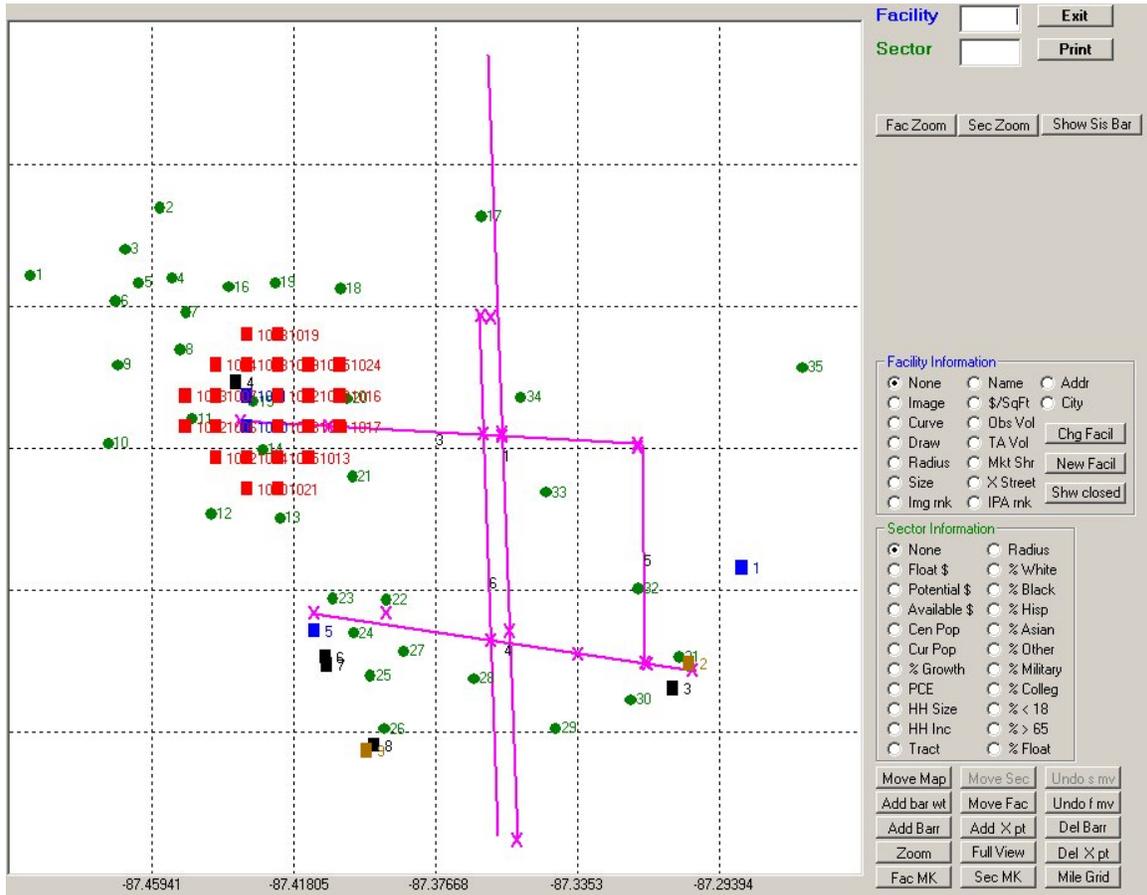
Screen with parameters filled in.

| Header Info  |  | Facilities        |                 | Sectors           |                 | Ba        |  |
|--------------|--|-------------------|-----------------|-------------------|-----------------|-----------|--|
| Project Info |  | Facility Groups   |                 | Sector Groups     |                 | Correla   |  |
| Del Col      | Print                                  | Write to xls File |                 | Write to tab File |                 | Add blank |  |
|              | A                                      | B                 | C               | D                 | E               |           |  |
| 1            | <b>Multi Location Facility Volumes</b> |                   |                 |                   |                 |           |  |
| 2            |  |                   |                 |                   |                 |           |  |
| 3            | Draw=90                                | Image=125         | Curve=65        | Radius=0          | Size=29000 SqFt |           |  |
| 4            | Spacing = 0.5 mi. Bor Size = 1.5 mi.   |                   |                 |                   |                 |           |  |
| 5            |  |                   |                 |                   |                 |           |  |
| 6            | Map Key                                | Name              | Facility Volume | Longitude         | Latitude        |           |  |
| 7            |  |                   |                 |                   |                 |           |  |
| 8            | 1000                                   | Test Site         | 417,112         | -87.431847        | 36.629417       |           |  |
| 9            | 1001                                   | Test Site         | 415,429         | -87.431847        | 36.636669       |           |  |
| 10           | 1002                                   | Test Site         | 411,592         | -87.422844        | 36.636669       |           |  |
| 11           | 1003                                   | Test Site         | 409,088         | -87.422844        | 36.629417       |           |  |
| 12           | 1004                                   | Test Site         | 407,573         | -87.431847        | 36.622166       |           |  |
| 13           | 1005                                   | Test Site         | 406,181         | -87.422844        | 36.622166       |           |  |
| 14           | 1006                                   | Test Site         | 405,753         | -87.440849        | 36.629417       |           |  |
| 15           | 1007                                   | Test Site         | 402,869         | -87.440849        | 36.636669       |           |  |
| 16           | 1008                                   | Test Site         | 401,891         | -87.431847        | 36.643921       |           |  |
| 17           | 1009                                   | Test Site         | 400,890         | -87.422844        | 36.643921       |           |  |
| 18           | 1010                                   | Test Site         | 399,723         | -87.413841        | 36.636669       |           |  |
| 19           | 1011                                   | Test Site         | 396,218         | -87.413841        | 36.629417       |           |  |
| 20           | 1012                                   | Test Site         | 392,896         | -87.440849        | 36.622166       |           |  |
| 21           | 1013                                   | Test Site         | 392,141         | -87.413841        | 36.622166       |           |  |
| 22           | 1014                                   | Test Site         | 389,849         | -87.440849        | 36.643921       |           |  |
| 23           | 1015                                   | Test Site         | 388,930         | -87.413841        | 36.643921       |           |  |
| 24           | 1016                                   | Test Site         | 387,378         | -87.404839        | 36.636669       |           |  |
| 25           | 1017                                   | Test Site         | 386,960         | -87.404839        | 36.629417       |           |  |
| 26           | 1018                                   | Test Site         | 381,119         | -87.431847        | 36.651173       |           |  |
| 27           | 1019                                   | Test Site         | 380,444         | -87.422844        | 36.651173       |           |  |
| 28           | 1020                                   | Test Site         | 380,180         | -87.431847        | 36.614914       |           |  |
| 29           | 1021                                   | Test Site         | 379,979         | -87.422844        | 36.614914       |           |  |
| 30           | 1022                                   | Test Site         | 379,087         | -87.449852        | 36.629417       |           |  |
| 31           | 1023                                   | Test Site         | 378,033         | -87.449852        | 36.636669       |           |  |
| 32           | 1024                                   | Test Site         | 371,417         | -87.404839        | 36.643921       |           |  |
| 33           | 1025                                   | Test Site         | 370,770         | -87.440849        | 36.651173       |           |  |
| 34           | 1026                                   | Test Site         | 369,245         | -87.413841        | 36.651173       |           |  |
| 35           | 1027                                   | Test Site         | 367,927         | -87.449852        | 36.643921       |           |  |

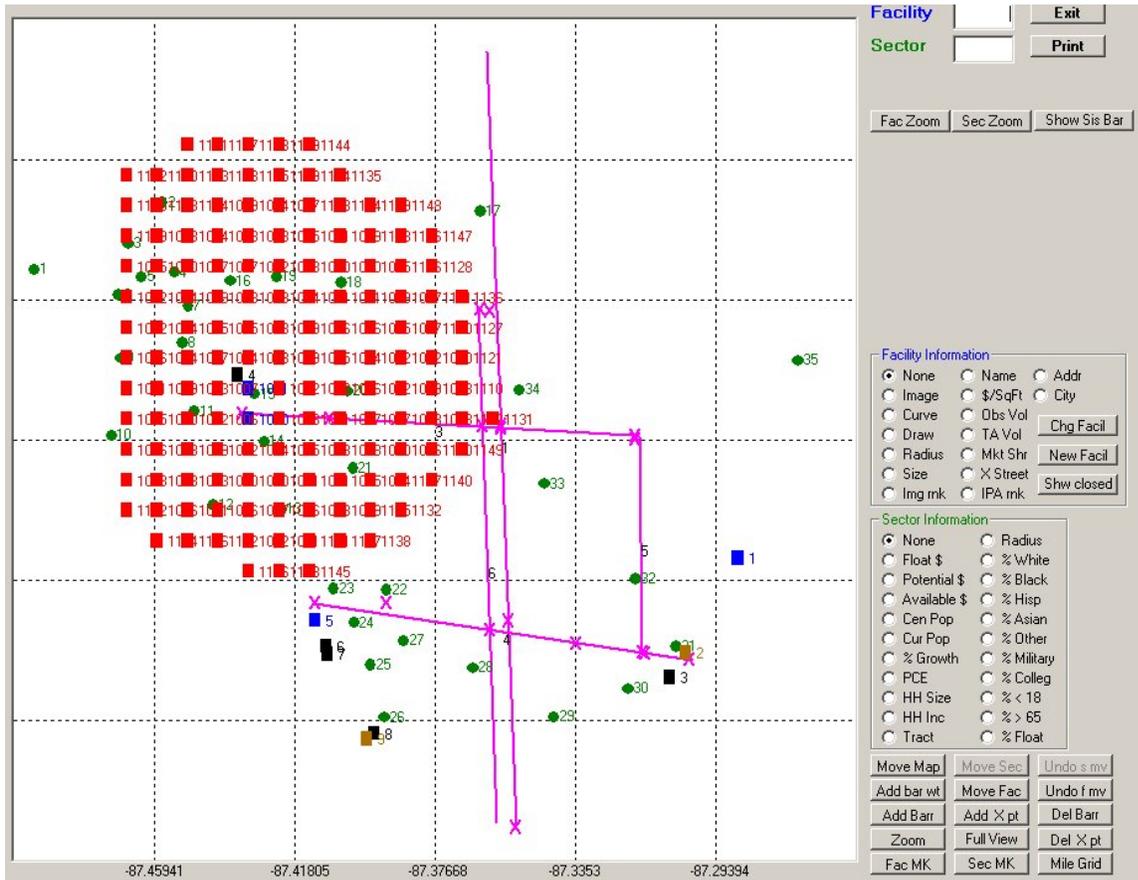
Once all parameters are filled in, process the report. This can take seconds or minutes to process depending upon the size of the trade area and spacing of test sites. The resulting report is sorted with volume in descending order.

|    | key     | name          | obs vol | \$/sqft | calc vol | \$/sqft | ta dif | sqft   | draw | image  | i-rank | IPA | curve | radius | mktshr | %facvol |
|----|---------|---------------|---------|---------|----------|---------|--------|--------|------|--------|--------|-----|-------|--------|--------|---------|
| 1  | 1.00    | Wal-Mart SC   | 560,000 | 11.91   |          |         |        | 47,000 | 30   | 142.30 | 2      | 2   | 48.00 | 0.00   |        |         |
| 2  | 2.00    | Kroger        | 275,000 | 6.06    |          |         |        | 45,400 | 50   | 114.55 | 3      | 3   | 55.00 | 0.00   |        |         |
| 3  | 3.00    | Best Food     | 25,000  | 3.57    |          |         |        | 7,000  | 40   | 61.18  | 9      | 9   | 65.00 | 0.00   |        |         |
| 4  | 4.00    | Piggly Wiggly | 65,000  | 7.39    |          |         |        | 8,800  | 90   | 91.41  | 5      | 5   | 78.00 | 1.00   |        |         |
| 5  | 5.00    | Cub Foods     | 625,000 | 13.30   |          |         |        | 47,000 | 80   | 143.00 | 1      | 1   | 55.00 | 0.00   |        |         |
| 6  | 6.00    | Aldi          | 60,000  | 6.52    |          |         |        | 9,200  | 60   | 90.00  | 6      | 6   | 59.00 | 0.00   |        |         |
| 7  | 7.00    | Food Lion     | 70,000  | 3.08    |          |         |        | 22,700 | 60   | 82.07  | 7      | 7   | 71.00 | 0.00   |        |         |
| 8  | 8.00    | Save A Lot    | 55,000  | 4.74    |          |         |        | 11,600 | 25   | 74.10  | 8      | 8   | 65.00 | 0.00   |        |         |
| 9  | 9.00    | Winn-Dixie    | 325,000 | 7.30    |          |         |        | 44,500 | 25   | 101.39 | 4      | 4   | 59.00 | 0.00   |        |         |
| 10 | 1000.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 11 | 1001.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 12 | 1002.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 13 | 1003.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 14 | 1004.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 15 | 1005.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 16 | 1006.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 17 | 1007.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 18 | 1008.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 19 | 1009.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 20 | 1010.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 21 | 1011.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 22 | 1012.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 23 | 1013.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 24 | 1014.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 25 | 1015.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 26 | 1016.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 27 | 1017.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 28 | 1018.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 29 | 1019.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 30 | 1020.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 31 | 1021.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 32 | 1022.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 33 | 1023.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |
| 34 | 1024.00 | Test Site     | 0       | 0.00    |          |         |        | 29,000 | 90   | 120.00 | 0      | 0   | 65.00 | 0.00   |        |         |

Top Test sites auto transferred to facility grid. Calculate Open these test sites and then view their positions in Display Path.



Display Path with top 25 stores showing a definite pattern of high potential targets. From here, the user takes this information to validate it as an individual site. What is a valid draw, curve, and image for the individual test store? Road network, population density, chain competition, retail in area, demographics, etc need to be factored in.



Same trade area but with 150 test sites transferred. Notice test store grid pattern and border exclusion inside of outermost nodes or barriers on each side of the geography. This is what Locus uses as its border and is always in a rectangular shape. User controls spacing and exclusion areas.