



Dakota Worldwide

Celebrating over 25 Years of Gravity Modeling

LOCUS™ 2001 is the most advanced and complete gravity modeling system in the world. It gives you the power to achieve (real world) market simulations, giving your management teams the most accurate sales forecast possible.

Analysts will be more productive and find the process of building models to be less mundane and time consuming. The fact is, it is now easier and actually more fun to work on models. You will reduce paper usage, shorten screening times and become more analytical as all the parameters (guts of the model) are visually displayable at your finger tips.

Try the new features on the free preview CD-ROM.

For your evaluation there is a LOCUS™ 2001 trial CD-ROM available free for 30 days. You will be able to test LOCUS™ 2001 and compare it to your current modeling program. The manual for LOCUS™ 2001 is on the CD-ROM as well, and will help guide you through the set-up and modeling process. In addition, our staff will be available to answer questions over the telephone.

To request the trial LOCUS™ 2001 CD-ROM, please contact Dakota Worldwide at 1-800-475-4505. We are confident you will find it far superior to any other gravity modeling program.

To use LOCUS™ 2001, you will need to have a computer with the following capabilities:

- An IBM or compatible personal computer using a Pentium 166 system or greater.
- Windows 95/98 or Windows NT operating system.
- A 3.5" diskette drive and CD-ROM or DVD drive.
- Hard disk with a minimum of 5 MB (megabytes) free disk space.
- A minimum of 16 MB RAM (32 MB or greater is recommended).
- A VGA color monitor and a video adapter that supports a minimum resolution of 640 x 480 with 256 colors.

We are extremely proud of LOCUS™ 2001. All of our market analysts and current users have contributed to its development to make it faster, more accurate and exceptionally user friendly.

LOCUS™ 2001 gives the analyst new features, such as displays to view each stores components from draw to image, and each sectors variables from population to its demographic makeup. These additives have helped to tame the cumbersome amount of data inherent in building a market simulation.

Locus™ 2001
New Features December 2001
Site Evaluation file folder is now available.

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

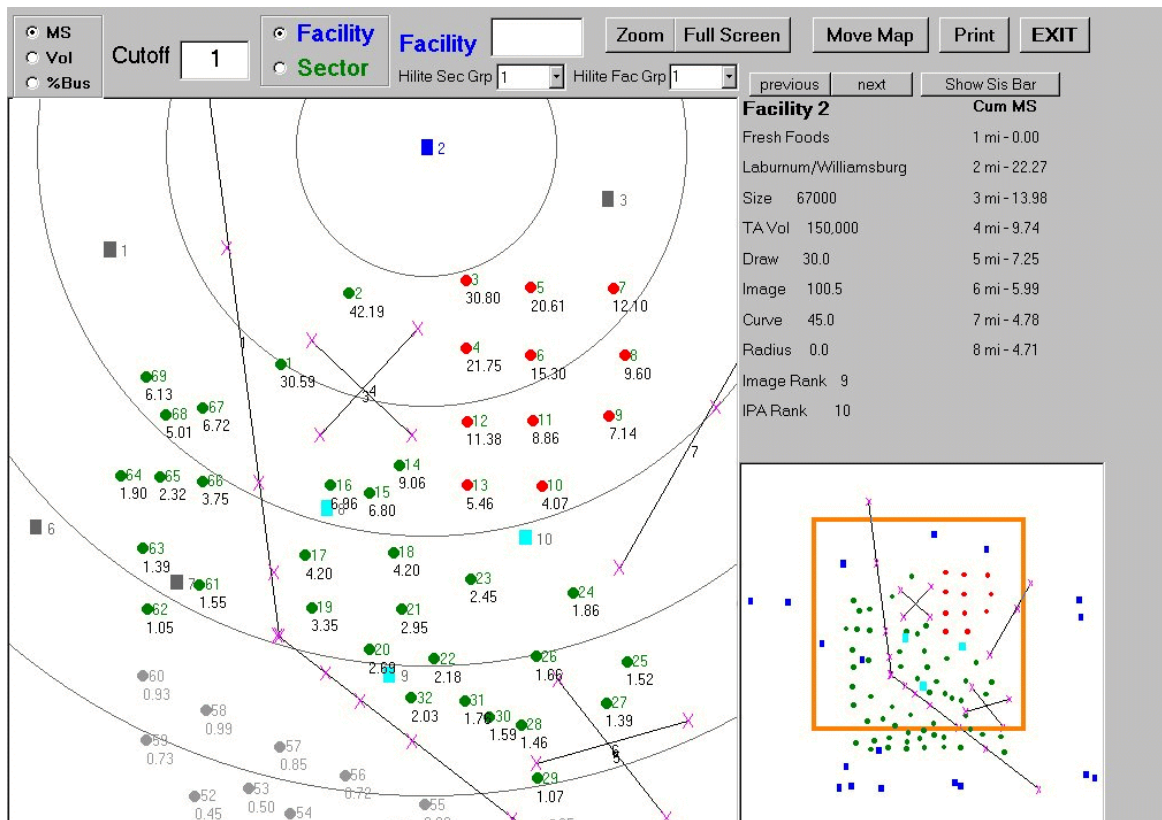
Header Info	Facilities	Sectors	Barriers	Curve Override	Image Override	Radius Override	Sister Pairs
Project Info	Facility Groups	Sector Groups	Correlation	Site Evaluation	Market Totals	Report	Forecast

Site

Traffic Cnt Year

	A	B
1		
2		Site Evaluation
3		
4		
5	Total Area	
6	Sales Area	
7	Proposed Parking	
8	Co-Tenants	
9	Grade Of Lot	
10	Current Land Use	
11	Adjacent Land Use	
12	Street Conditions	
13		
14	Traffic Controls	
15		
16		
17	Traffic Flow	
18	Visibility	

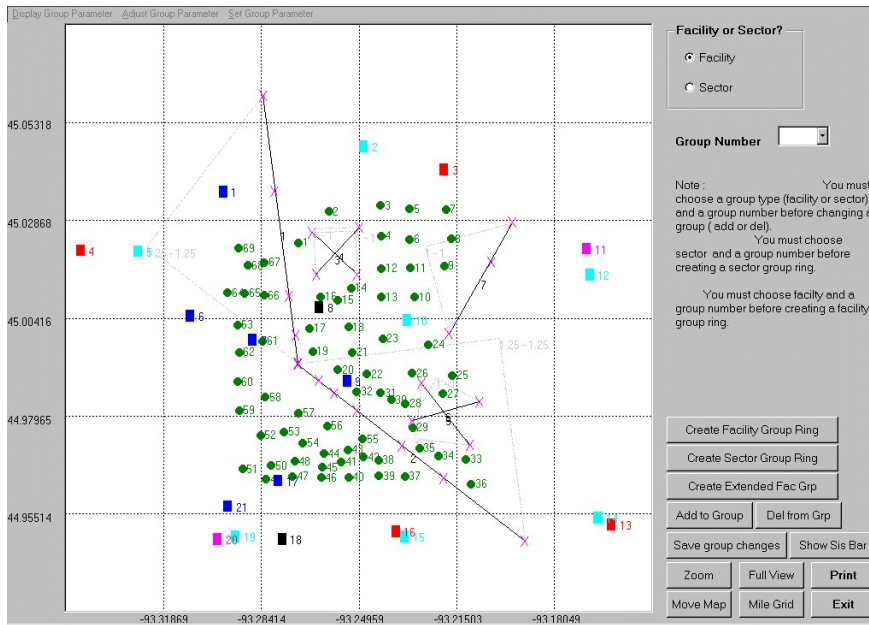
Display Market Share



You are now able to look at sector groups and facility groups while displaying market shares by sector. In addition you can compare \$ per sector and the % of a stores business that a sector represents.

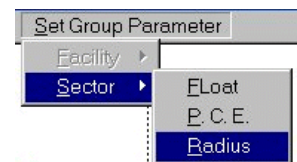
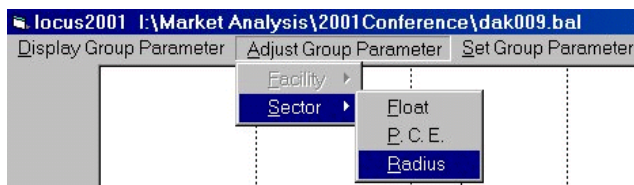
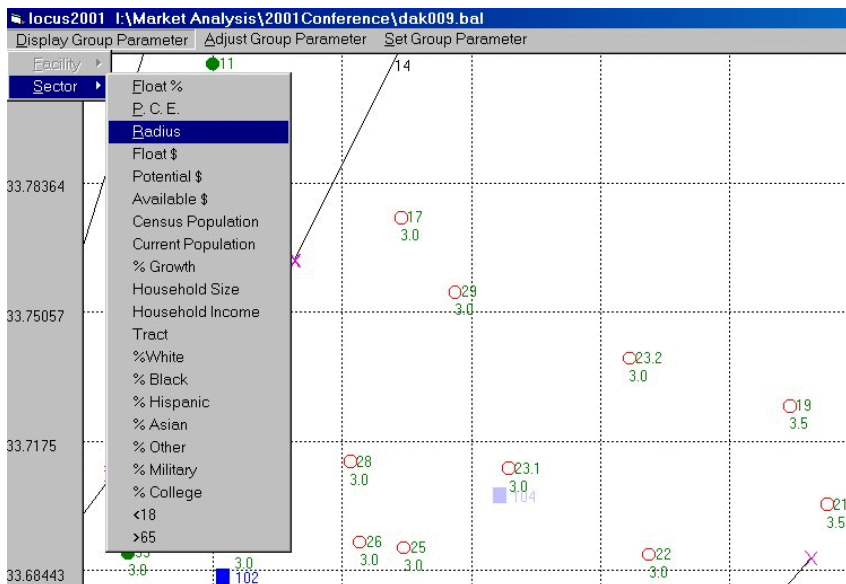
Cumulative totals are displayed and sister pair barriers can be shown or hidden. An easier to see orange box highlights the zoomed in area of the total model. You now have the ability to advance from one stores data to the next by simply clicking on next, or go back to the earlier store by clicking on previous.

Advanced Modeling Techniques



You can create facility or sector groups, extend these groups, add to the groups, delete from groups, save changes, show sister pairs, zoom, full view, move map and see mile grids.

You can display a sector or facility's parameters, adjust groups parameters or set a groups parameters.



Display Path

Facility Exit

Sector Print

Fac Zoom Sec Zoom Show Sis Bar

Facility Information

☒ None ☐ Name ☐ Addr
☐ Image ☐ \$/SqFt ☐ City
☐ Curve ☐ Obs Vol
☐ Draw ☐ TA Vol
☐ Radius ☐ Mkt Shr
☐ Size ☐ X Street
☐ Img mk ☐ IPA mk

Sector Information

☒ None ☐ Radius
☐ Float \$ ☐ % White
☐ Potential \$ ☐ % Black
☐ Available \$ ☐ % Hisp
☐ Cen Pop ☐ % Asian
☐ Cur Pop ☐ % Other
☐ % Growth ☐ % Military
☐ PCE ☐ % Colleg
☐ HH Size ☐ % < 18
☐ HH Inc ☐ % > 65
☐ Tract ☐ % Float

Move Map Move Sec Undo s mv

Add Barr Add X pt Del Barr

Zoom Full View Del X pt

Fac MK Sec MK Mile Grid

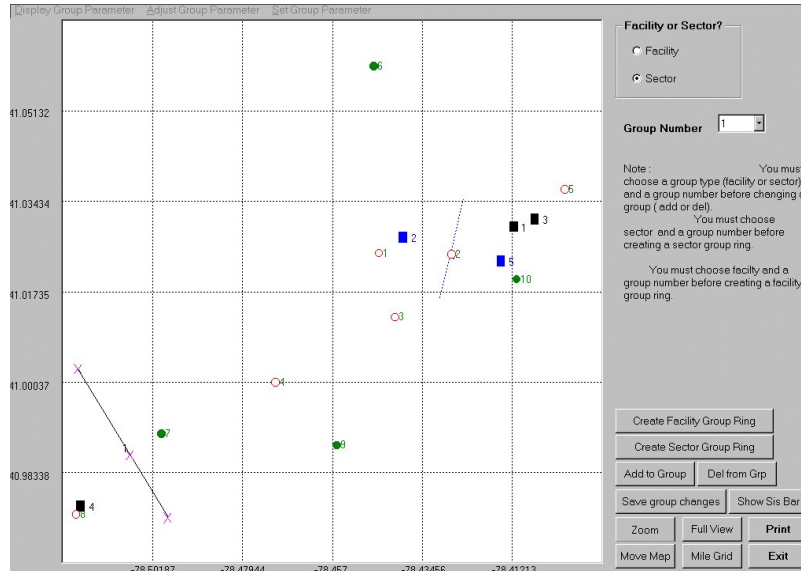
Enhancements Display Path

We have added features that will dramatically increase your speed when working on large metro models. For instance, the facility zoom feature will provide you with an immediate close-up look at the desired store and at changeable zoom levels. You will be able to check the competition around the store, as well as the sectors near it. No longer do you have to guess where a store is, just enter the store number and be zoomed right to where it is. **This feature is also available for sectors.**

You can show the following demographics and parameters of a sector: % White, % Black, % Hispanic, % Asian, % Other, % Military, % College students in dorms, % under 18, % over 65, % Float, % Float Dollars, Potential Dollars, Available Dollars, % Growth from Census to Field Date Population, and in Tactics, % Growth Field Date to Market Date, Sector P.C.E., Household Size, Household Income and Census Tract.

You can show the following data on a store: Name, Address, Cross Streets, City, Size, Observed Volume, Trade Area Volume, Market Share, Image, Image Rank in relationship to all stores in the model, Curve, Draw and Radius. In addition, you can move maps and sectors, and add and delete barriers and cross points.

Display Groups



These new features allow the analyst to perform many advanced modeling techniques, such as creating sector groups and sector rings that can be used in modeling, reporting or trade area analysis, or even to make directional curves that may be required to tame that difficult store. You are able to display the sector group parameters and adjust them or set them to a desired number. Analysts can vary image by demographics to increase or reduce market shares. The pull down menus are easy to use and will open up a myriad of modeling techniques that simplify the analysts work load. **These groups are now useable and can be sorted in the sector file folder.**

You can also create facility groups that can be used for reports or in neighborhood (district) modeling. Groups can be created in the file folders as well.

key	name	obs vol	\$/sqft	calc vol	\$/sqft	to dif	sqft	draw	image	i-rank	IPA	curve	radius	mktshr	%facvol	longitu
1	3.00 Superstore	790,000	10.53	790,000	10.53	0	75,000	30	145.64	2	2	40.00	0.00	7.44	8.14	-93.219
2	4.00 Superstore	1,050,000	11.93	1,050,000	11.93	0	88,000	10	133.84	4	4	42.00	0.00	3.30	10.82	-93.348
3	13.00 Superstore	900,000	12.00	900,000	12.00	0	75,000	7	111.28	7	7	38.00	0.00	1.98	9.28	-93.160
4	16.00 Superstore	700,000	10.77	700,000	10.77	0	65,000	25	121.75	5	5	62.00	0.00	5.50	7.22	-93.236

Use pull-down after highlighting the desired sectors or stores. This process creates a group and assigns a group number.

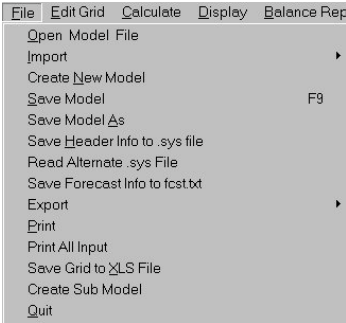
key	tract	census	2/01 Pop	2/01 Cur Pop	2/02 Pop	2/04 Pop	PCE	demand	float %	fix flt	float amt	avail dmd	radius
1	1.00	12.00	2,700	2,375	2,344	2,280	31.37	74,504	17.08		12,722	61,782	0.00
2	2.00	19.00	2,558	2,300	2,274	2,220	30.00	69,000	16.96		11,703	57,297	0.00
3	3.00	18.00	2,350	2,100	2,100	2,072	28.59	60,039	16.92		10,160	49,879	0.00
4	4.00	18.00	914	850	850	840	28.28	24,038	17.25		4,147	19,891	0.00
5	5.00	17.00	1,853	1,700	1,700	1,679	28.06	47,702	17.46		8,330	39,372	0.00
6	6.00	24.00	2,106	1,800	1,800	1,780	28.85	51,930	17.04		8,847	43,083	0.00
7	7.00	25.00	2,563	2,385	2,385	2,354	29.17	69,570	16.77		11,667	57,903	0.00
8	8.00	30.00	1,105	1,185	1,185	1,185	30.66	36,332	16.82		6,112	30,221	0.00
9	9.00	36.00	1,328	1,375	1,375	1,381	33.84	46,530	16.55		7,701	38,829	0.00
10	10.00	31.00	2,180	1,955	1,955	1,949	29.46	57,594	16.56		9,539	48,055	0.00
11	11.00	37.00	1,340	1,300	1,300	1,292	29.77	38,701	16.47		6,374	32,327	0.00
12	12.00	26.00	2,039	1,940	1,940	1,927	28.99	56,241	16.57		9,318	46,923	0.00
13	13.00	26.00	412	400	400	397	30.61	12,244	16.99		2,081	10,163	0.00
14	14.00	40.00	1,996	1,900	1,900	1,875	27.87	52,953	16.70		8,841	44,112	0.00
15	15.00	40.00	1,561	1,400	1,400	1,389	29.69	41,566	16.66		6,925	34,641	0.00
16	16.00	40.00	1,888	1,725	1,725	1,709	29.54	50,957	16.74		8,529	42,427	0.00
17	17.00	39.00	1,592	1,500	1,500	1,480	23.07	34,605	16.50		5,711	28,894	0.00
18	18.00	49.00	1,439	1,425	1,425	1,424	35.25	50,231	16.49		8,283	41,948	0.00
19	19.00	38.00	1,701	1,690	1,690	1,786	20.79	35,135	16.51		5,802	29,333	0.00
20	20.00	38.00	2,054	1,960	1,960	1,940	28.77	56,389	16.60		9,358	47,031	0.00
21	21.00	37.00	2,185	2,050	2,050	2,029	32.64	66,912	16.70		11,175	55,737	0.00
22	22.00	49.00	2,546	2,535	2,535	2,535	26.72	67,735	16.64		11,272	56,464	0.00
23	23.00	48.00	1,205	1,255	1,255	1,249	25.95	32,567	16.74		5,453	27,115	0.00
24	24.00	62.00	1,322	1,230	1,230	1,215	21.35	26,261	16.87		4,429	21,831	0.00
25	25.00	60.00	1,100	1,050	1,050	1,042	23.81	25,000	16.90		4,225	20,775	0.00
26	26.00	60.00	1,018	1,015	1,015	1,015	30.43	30,886	16.74		5,169	25,717	0.00

Edit Grid	Calculate	Display	B
insert row			
delete row			
append row			
add x rows			
del highlighted rows			
Close Cur Open Ident			
copy			
paste			
sort descend			
sort ascend			
facility group sort			
sector group sort			
redo last group sort		F8	
group multiply			
group add			
Renumber			
Create Group			

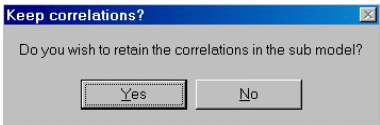
Sub-Model

You will find that the sector groups will be extremely useful in creating Sub-models from your Metro models. Go to the Display Group and isolate the area you want in your Sub-model and create the sector group. Then go to the pull down create Sub Model. Locus will ask you the following:

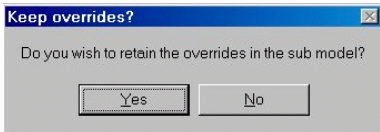
Step 1



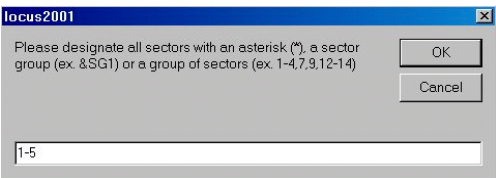
Step 4



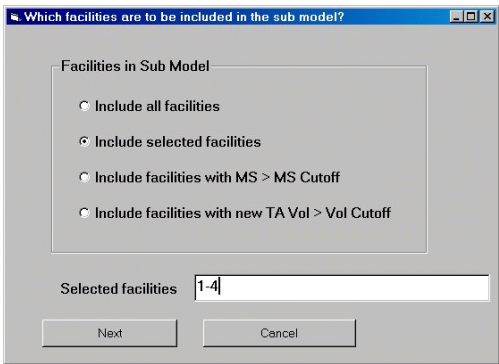
Step 5



Step 2



Step 3

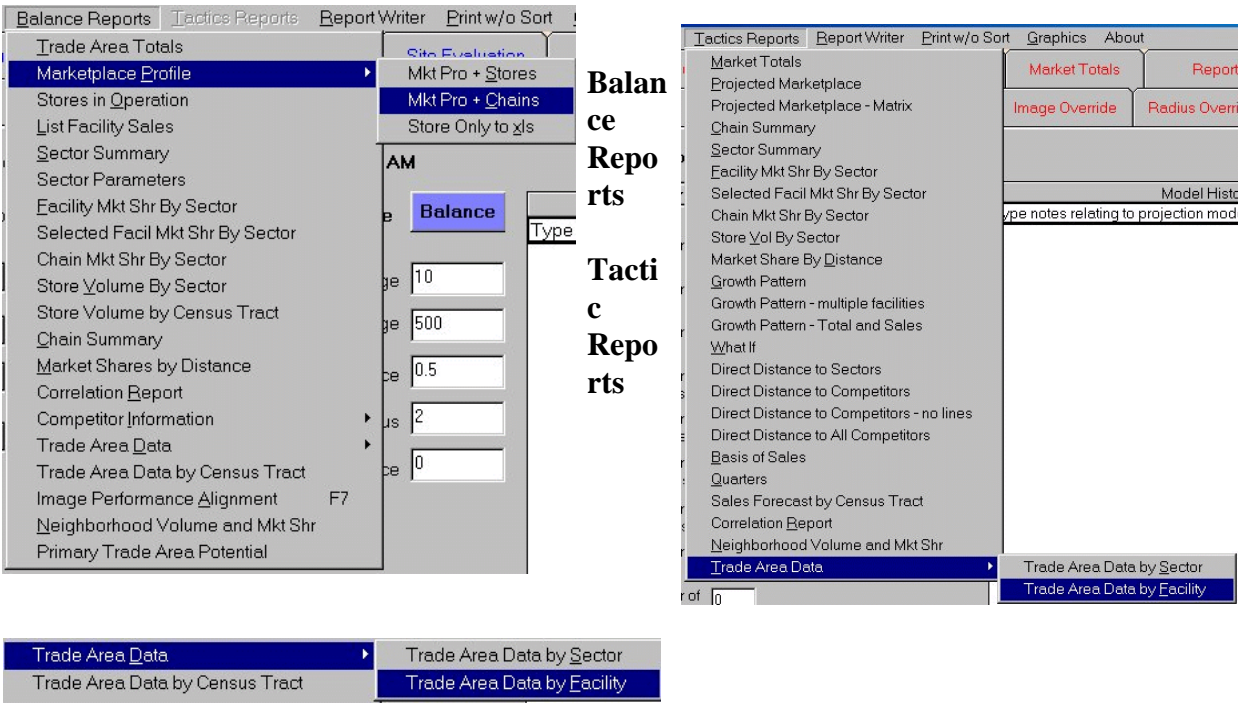


Step 6



Step 7

Once you name it you can then open up the sub-model and begin your structuring of the micro-model. It's easy to use and saves you considerable time and effort. The beginning point is that the sub-model assigns the draws of stores and sector floats that the macro model experienced with these sectors and stores in place.



There have been numerous changes and additions to the reports available. To check these simply use the pull down menu to view them, as well as review the offerings in the report writer feature.

Trade Area Data by Facility

This new report gives you an entirely new look at the individual trade areas of all stores in the model. An analyst can now compare sister stores or even different type store trade areas at a desired distance, such as 3 miles.

Balance Reports Tactics Reports Report Writer Print w/o Sort Graph

- Trade Area Totals
- Marketplace Profile**
 - Mkt Pro + Stores
 - Mkt Pro + Chains
 - Store Only to xls
- Stores in Operation
- List Facility Sales
- Sector Summary
- Sector Parameters
- Facility Mkt Shr By Sector
- Selected Facil Mkt Shr By Sector
- Chain Mkt Shr By Sector
- Store Volume By Sector
- Store Volume by Census Tract
- Chain Summary
- Market Shares by Distance
- Correlation Report
- Competitor Information
- Trade Area Data
- Trade Area Data by Census Tract
- Image Performance Alignment
- Neighborhood Volume and Mkt Shr
- Primary Trade Area Potential

[illegible]

You can now run up to 99 What

Ifs.

Tactics Reports	Report Writer	Print w/o Sort
Market Totals		
Projected Marketplace		
Projected Marketplace - Matrix		
Chain Summary		
Chain Summary + Change		
Sector Summary		
Facility Mkt Shr By Sector		
Selected Facil Mkt Shr By Sector		
Chain Mkt Shr By Sector		
Store Vol By Sector		
Market Share By Distance		
Growth Pattern		
Growth Pattern - multiple facilities		
Growth Pattern - Total and Sales		
What If		
Direct Distance to Sectors		
Direct Distance to Competitors		
Direct Distance to Competitors - no lines		
Direct Distance to All Competitors		
Basis of Sales		
Quarters		
Sales Forecast by Census Tract		
Correlation Report		
Neighborhood Volume and Mkt Shr		
Trade Area Data		

Locus - What if						
Facility Map Key	1000	Number of Tactics	3	Run Report	Cancel	
Tactic	Size	Draw	Image	Curve	Radius	Footnotes
1	65000	90.00	120	60.00	0.00	
2	65000	90.00	130	60.00	0.00	
3	65000	90.00	135	60.00	0.00	

Del Col

Print

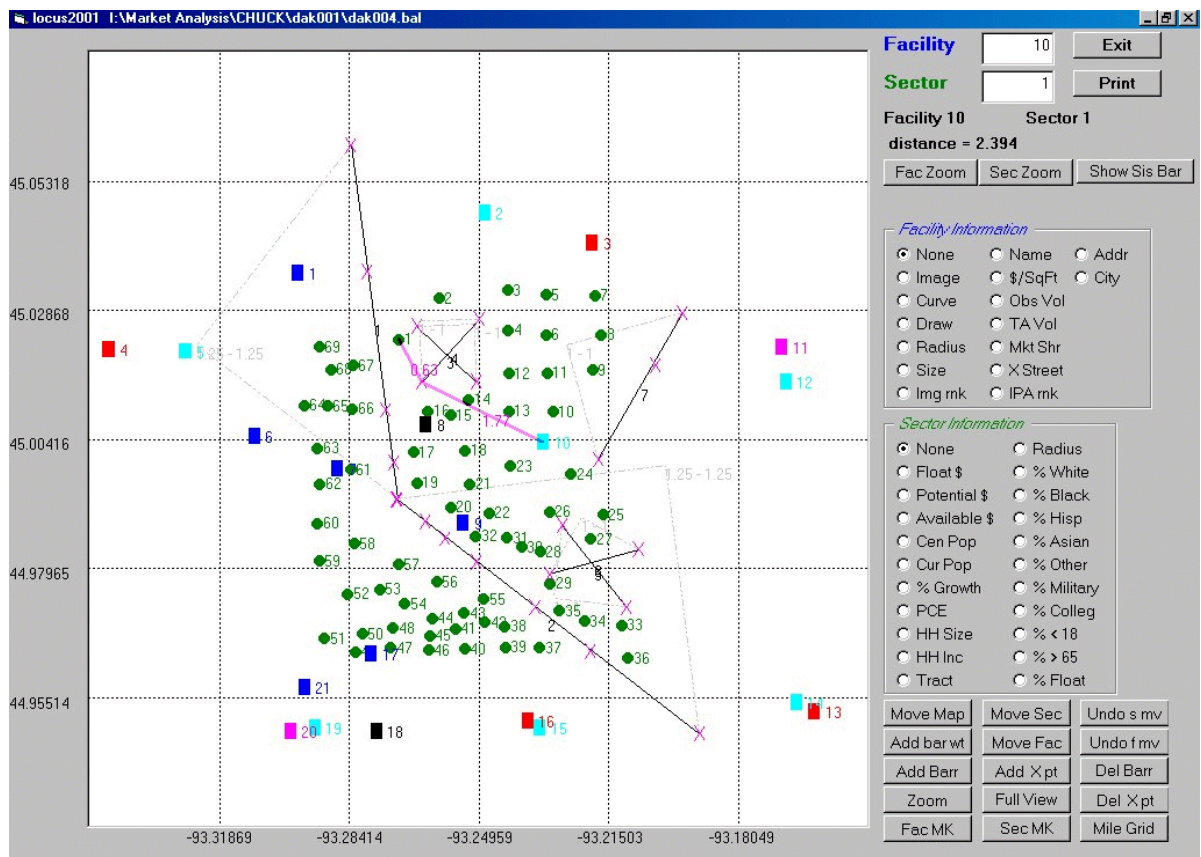
Write to xls File

Write to tab File

Add blank columns

	A	B	C	D	E	F	G	H	I
1	Facility Map	Key = 1000	Superstore				Feb 2003		
2									
3	Tactic	Volume	/Sq.Ft.	Mkt Shr	Size	Draw	Image	Curve	Radius
4									
5	Base	483,237	7.43	13.67	65,000	90.00	125.00	60.00	1.50
6									
7	1	469,981	7.23	13.30	65,000	90.00	120.00	60.00	1.50
8	2	496,210	7.63	14.04	65,000	90.00	130.00	60.00	1.50
9	3	508,911	7.83	14.40	65,000	90.00	135.00	60.00	1.50

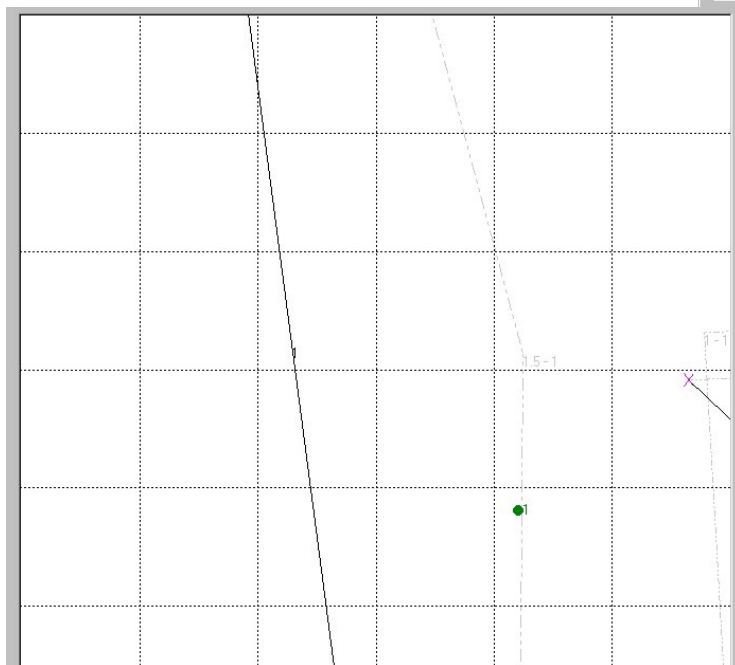
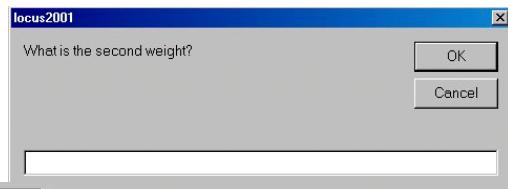
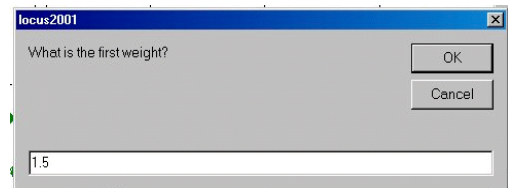
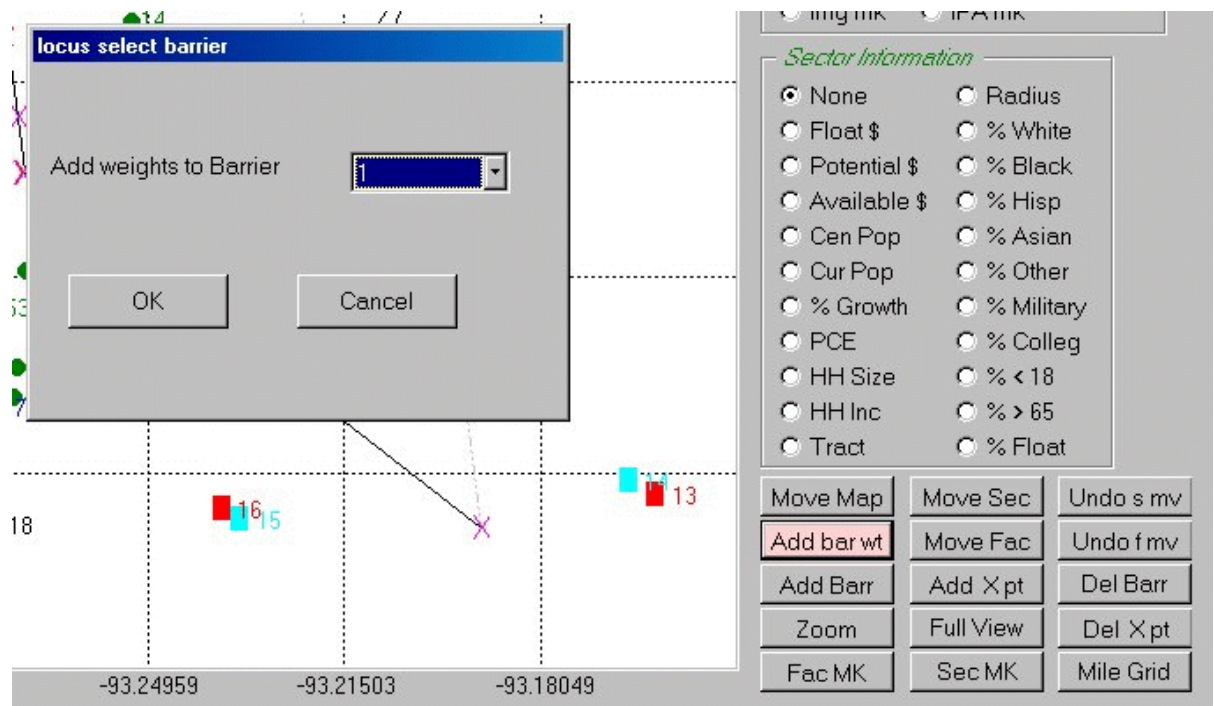
Display Balance Reports	
Path	F3
Mkt Shr or TA Vol	F4
Crossover	F5
Overrides	F6
Groups	



To do a quick Zoom to a facility type in number then click on facility zoom

Facility	10	Exit
Sector		Print
Fac Zoom Sec Zoom Show Sis Bar		

Adding Barrier Weights



Facility Distance

Facility

Exit

Sector

Print

Facility 10

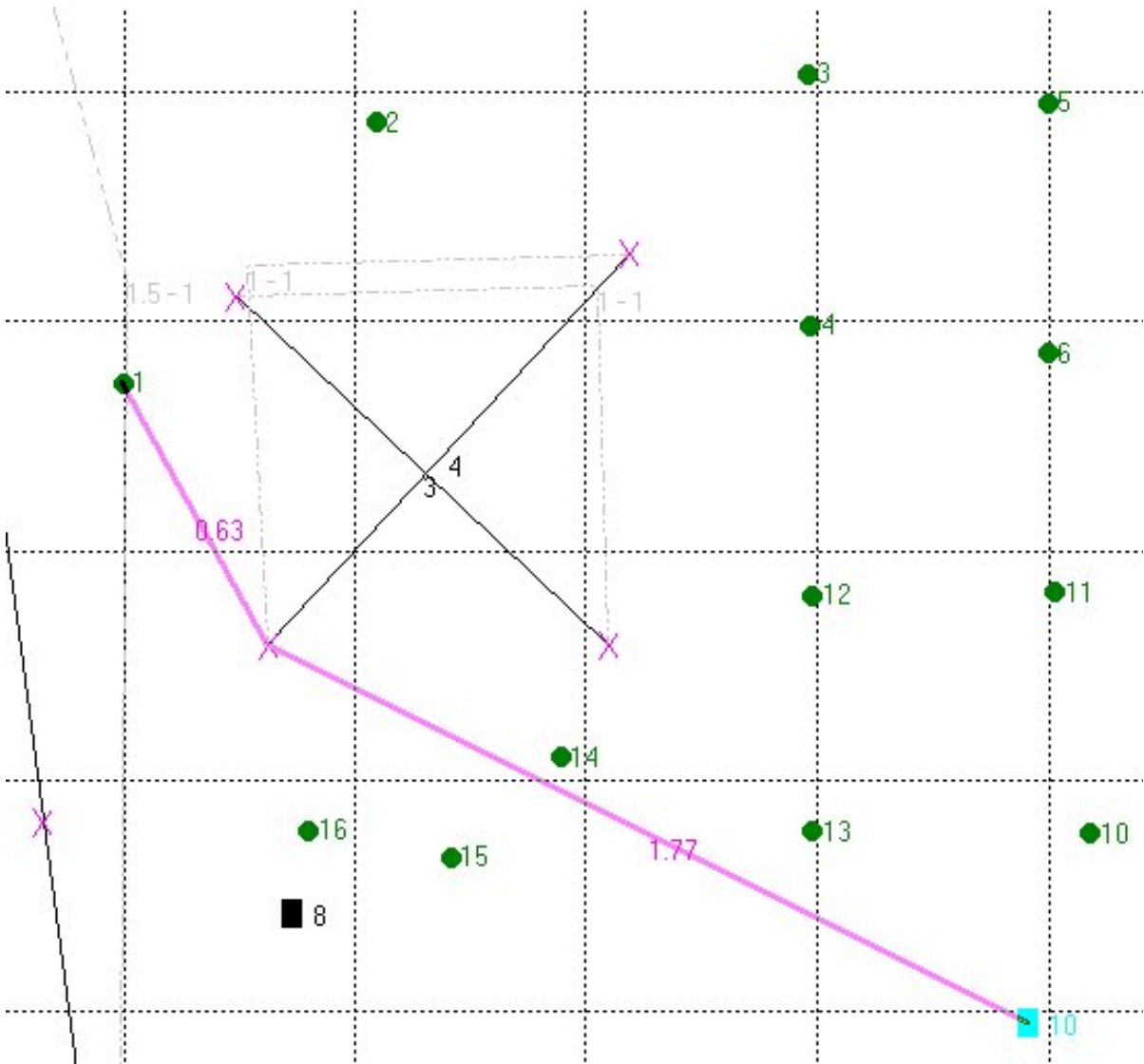
Sector 1

distance = 2.394

Fac Zoom

Sec Zoom

Show Sis Bar



You get the total distance and the break down on the display screen. If you weight a barrier you see the effect of the weighting.

Coming in 2002

