

LOCUS 2000 FEBRUARY 2001 UPDATE

The screenshot shows the Locus2000 software interface. The title bar reads "locus2000 I:\Market Analysis\CHUCK\dak001\dak004.bal". The menu bar includes "File", "Edit Grid", "Calculate", "Display", "Balance Reports", "Locus Reports", "Report Writer", "Print w/o Sort", "Graphics", and "About". A tabbed interface is visible with tabs for "Header Info", "Facilities", "Sectors", "Barriers", "Curve Override", "Image Override", "Radius Override", and "Sister Pairs". The "Project Info" tab is active, showing the following fields:

- Project Number: DAK003
- Study Location: Dakota City, Minnesota
- Analyst of Record: John Doe
- Client Description: Client Company
- Census Year: 1990

Below these fields are several configuration options:

- Default File Path*: I:\Market Analysis\CHUCK\dak001\ (with a "Set File Path" button)
- Years from field work to 2nd population: 1
- Years from field work to 3rd population numbers: 3
- Low Draw (for reports)*: 0
- Market Share Cutoff*: 1
- Facility Ratings: 1-Grocery
- Sector Distribution: No
- Include Addresses*: No

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

Project File Folder

Default File Path is saved in Pull Down Menu Locus.sys file

To Change Default File Path

Default File Path *

Click on Set File Path

Default File Path *

Years from field work to 2nd population

Years from field work to 3rd population numbers

Low Draw (for reports)*

Market Share Cutoff *

Facility Ratings

Sector Distribution

Include Addresses *

* - In Locus.sys file - not in model

Choose the directory you want and click on save

Save in:

File name:

Save as type:

Open as read-only

And then Choose the directory you want appears.
Locate the new file folder (Dak002) and save

Default File Path *

Now you have the new path set.

To make Locus 2000 always open here, save the Locus.sys file from the pull down menu

File Edit Grid Calculate Display Balance Reports

- Open Model File
- Import
- Create New Model
- Save Model F9
- Save Model As
- Save Header Info to Locus.sys**
- Save Forecast Info to fcst.txt
- Print
- Print All Input
- Save Grid to XLS File
- Create Sub Model
- Quit

By doing this your Locus 2000 program will be set to this default setting

Create Facility Rings in Display Groups

This will enable Locus 2000 users to create Facility Groups that are within designated distances. You may add or subtract from the facility group. Always save your groups before going on to next step.

Facility or Sector?

Facility

Sector

Group Number

Note : You must choose a group type (facility or sector) and a group number before changing a group (add or del).

You must choose sector and a group number before creating a sector group ring.

You must choose facility and a group number before creating a facility group ring.

Which facility would you like to be the center of your group ring

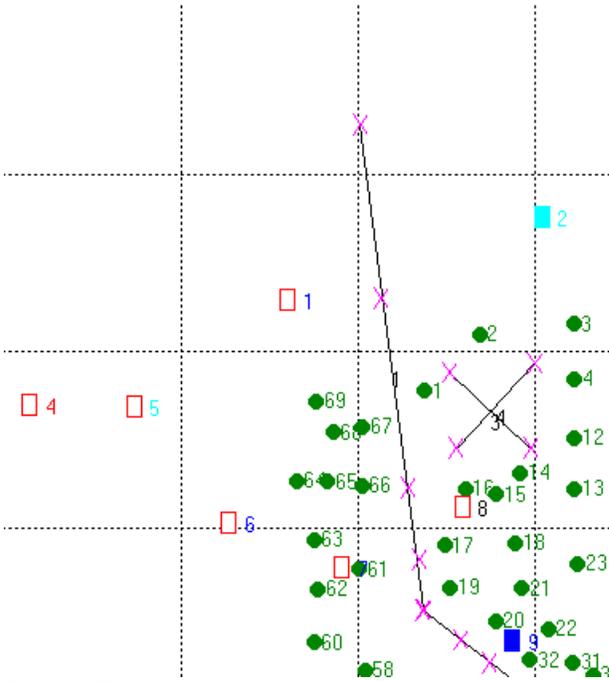
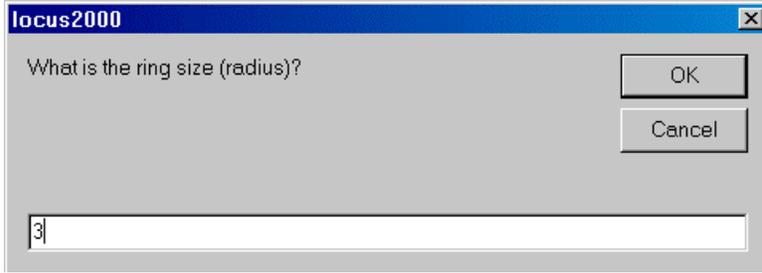
OK

Cancel

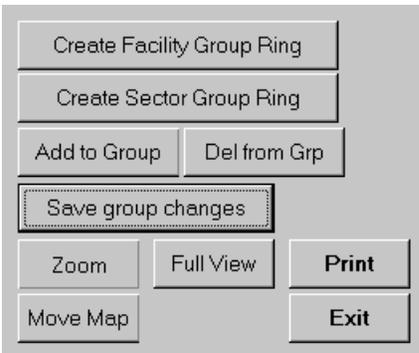
Which facility would you like to be the center of your group ring

OK

Cancel



Display Group



This new feature will help in micro modeling with in larger models.
You can use this for most facility reports including Competitor Information.

Add Columns to reports
Click on Add blank columns

Edit Grid Calculate Display Balance Reports Traffic 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		Sector Distribution		Market Totals		Report		Forecast		
Del Col		Print		Write to xls File		Write to tab File		Add blank columns								
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Competitor Information & Evaluation															
2	DAKOTA, MINNESOTA - March 1999															
3																
4	Map	Name	Total	Sales	Weekly Check	Prim	Ext	Int		Pro-	Bak-					
5	Key	Address	Area	Area	Volume	Outs	Park	Ops	Cond	Cond	Meat	duce	Deli	ery	Rx	Adjacent Retail
6																
7	1	MARKETPLACE	34,000	25,000	250,000	7	200	3	3	0	4	4	3	0	2	Freestanding
8		Main & High														
9																
10	2	GROCERYLAND	17,000	13,000	120,000	5	150	3	3	5	3	3	2	2	0	Blockbuster, Dollar
11		Locus & Howell														
12																
13	3	FRESH FAIR	45,000	33,000	300,000	8	225	4	4	5	4	4	5	3	4	Minors
14		Reading & Cliff														
15																
16	4	FARMER'S	7,500	6,000	45,000	10	60	3	3	0	3	3	3	3	2	Freestanding
17		Long & Short														
18																
19	5	GROCERYLAND	20,000	15,000	100,000	8	125	4	3	5	4	4	4	4	3	Discount City
20		Code & Knife														
21																
22		Totals	123,500	92,000	815,000											
23		Averages	24,700	18,400	6.60 /Sq. Ft.											
24																
25		Total Stores = 5														

A column is added between each column. This helps in proper spacing when using Excel for final reports.

Del Col		Print		Write to xls File		Write to tab File		Add blank columns								
	A	C	E	G	I	K	M	O	Q	S	U	W	Y	AA	AC	
1	Competitor Information & Evaluation															
2	DAKOTA, MINNESOTA - March 1999															
3																
4	Map	Name	Total	Sales	Weekly Check	Prim	Ext	Int		Pro-	Bak-					
5	Key	Address	Area	Area	Volume	Outs	Park	Ops	Cond	Cond	Meat	duce	Deli	ery	Rx	Adjacent I
6																
7	1	MARKETPLACE	34,000	25,000	250,000	7	200	3	3	0	4	4	3	0	2	Freestandi
8		Main & High														
9																
10	2	GROCERYLAND	17,000	13,000	120,000	5	150	3	3	5	3	3	2	2	0	Blockbust
11		Locus & Howell														
12																
13	3	FRESH FAIR	45,000	33,000	300,000	8	225	4	4	5	4	4	5	3	4	Minors
14		Reading & Cliff														
15																
16	4	FARMER'S	7,500	6,000	45,000	10	60	3	3	0	3	3	3	3	2	Freestandi
17		Long & Short														
18																
19	5	GROCERYLAND	20,000	15,000	100,000	8	125	4	3	5	4	4	4	4	3	Discount C
20		Code & Knife														
21																
22		Totals	123,500	92,000	815,000											
23		Averages	24,700	18,400	6.60 /Sq. Ft.											
24																
25		Total Stores = 5														

Notice the small gaps between numbered columns (spacing is .50).

Sister Pairs

A Sister Pair is a set of two stores that are so similar that there would be very little reason for a consumer to go past one to shop at the other. The Locus 2000 program creates a psychological barrier between the stores. This has the effect of increasing the distance between a consumer and one of the sister pair if the consumer is closer to the other.

The user provides 4 pieces of information;

- 1 - facility 1
- 2 - facility 2
- 3 - strength 1
- 4 - strength 2

To visualize the sister barrier that is created, draw a line from facility 1 to facility 2. Find the midpoint of the line and spin the line 90 degrees.

If the path from a sector to one of the sister store passes through its sister barrier then the distance used for pulling power calculations is modified. If you are going from a sector on facility 1's side of the barrier to facility 2 and the direct path from the sector to facility 2 intersects the sister barrier, you multiply the distance from the sector to the barrier by strength 1 and add that distance to the actual distance of the path from the sector to facility 2.

If both facilities have 0 strength the sister pair's only effect would be making the program run slower.

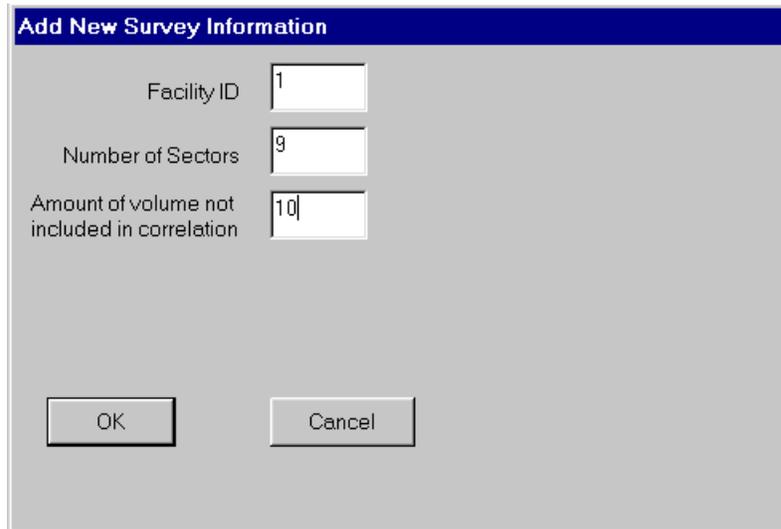
Locus Manual Adjustment to Correlation Data

Replace with following page

B. Adding Correlation

1. Add New Survey Information

To add information into the correlation routine, select the *Correlation File Folder* and choose *Add New Correlation*. The *Add New Survey Information* box appears.



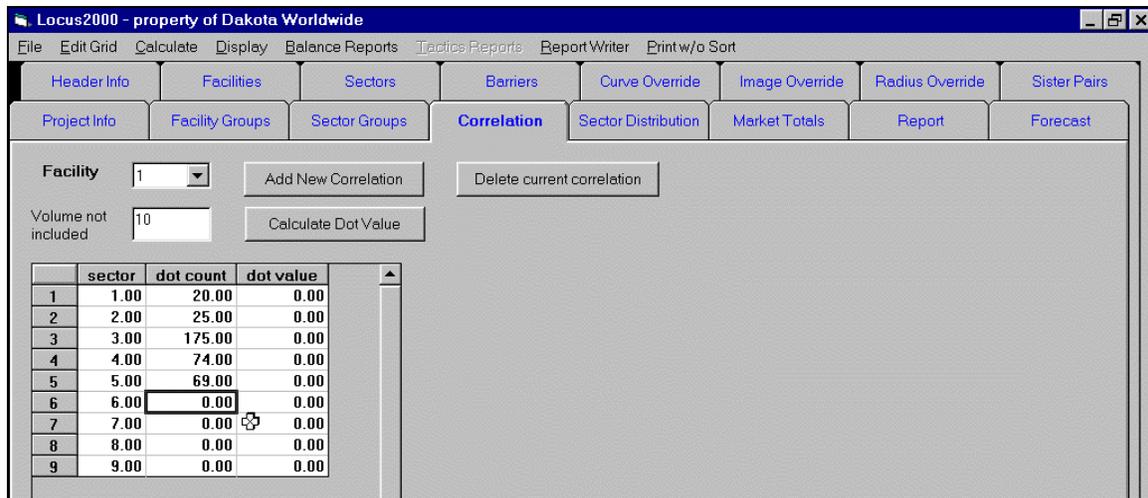
The dialog box titled "Add New Survey Information" has a blue header bar. Below the header, there are three input fields with labels to their left: "Facility ID" containing the number "1", "Number of Sectors" containing the number "9", and "Amount of volume not included in correlation" containing the number "10". At the bottom of the dialog, there are two buttons: "OK" on the left and "Cancel" on the right.

Figure 7-1: The Add New Survey Information Box.

2. Enter Facility Information

Enter *Facility ID*, *Number of Sectors* and *amount of facilities business* not to be included.

The Model then allows you to enter the sectors and dot counts.



The screenshot shows the Locus2000 software interface. The title bar reads "Locus2000 - property of Dakota Worldwide". The menu bar includes "File", "Edit Grid", "Calculate", "Display", "Balance Reports", "Tactics Reports", "Report Writer", and "Print w/o Sort". The main window has several tabs: "Header Info", "Facilities", "Sectors", "Barriers", "Curve Override", "Image Override", "Radius Override", and "Sister Pairs". Below these are sub-tabs: "Project Info", "Facility Groups", "Sector Groups", "Correlation", "Sector Distribution", "Market Totals", "Report", and "Forecast". The "Correlation" tab is active. It contains a "Facility" dropdown menu set to "1", a "Volume not included" input field set to "10", and buttons for "Add New Correlation", "Delete current correlation", and "Calculate Dot Value". Below this is a table with the following data:

	sector	dot count	dot value
1	1.00	20.00	0.00
2	2.00	25.00	0.00
3	3.00	175.00	0.00
4	4.00	74.00	0.00
5	5.00	69.00	0.00
6	6.00	0.00	0.00
7	7.00	0.00	0.00
8	8.00	0.00	0.00
9	9.00	0.00	0.00

Figure 7-2: Entering Sectors and Dot Counts.