



FRANCHISE TERRITORY MAPPING

TERRITORY MAPPING SOLUTIONS

GROW YOUR FRANCHISE WITH PROFESSIONAL FRANCHISE TERRITORY MAPPING.

Most franchise systems offer territories which are defined geographically.

However, for many franchisors allocating these territories can be an uncoordinated, complicated and time consuming process.

Business Geographics provides a specialty service to businesses defining equitable territories for inclusion in franchise/licensee agreements.

Our territory mapping service provides optimal coverage for the franchisor while ensuring that a given territory has sufficient potential for franchisee success

We work with many well-known franchise brands including the Jim's Group – Australia's largest franchising group and F45 Training.

Choose between hardcopy/digital (PDF) or interactive online maps – or both!

www.businessgeographics.com.au

WHY CHOOSE US?

- Business Geographics provides bespoke territory mapping services to some of Australia's biggest names in franchising.
- We develop custom-made franchise territory networks designed to suit your specific needs.
- We listen to you and involve you in the process but take care of all the technical aspects of territory mapping with a full-service consultancy program.
- We use the latest demographic statistics available including population and household counts, counts of businesses and household expenditure on a broad range of goods and services.
- We analyse your existing trade areas and develop appropriate criteria to ensure the territory mapping results in the optimal number of territories that are both serviceable and profitable for your franchisees.
- We deliver high-resolution territory maps and detailed statistics so you can manage and market your franchise with confidence. Your maps are branded with your logo and provided in digital format so you can share and distribute them freely.
- We provide on-going support so you can be confident any questions you have will be answered.



FOR FURTHER DETAILS AND PRICING PLEASE CONTACT BUSINESS GEOGRAPHICS - 07 3118 5036