

Paper

HUMAN SCIENCES RESEARCH COUNCIL

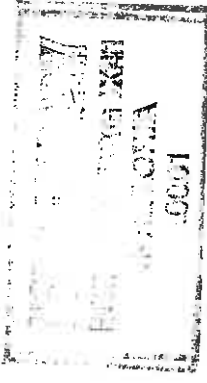
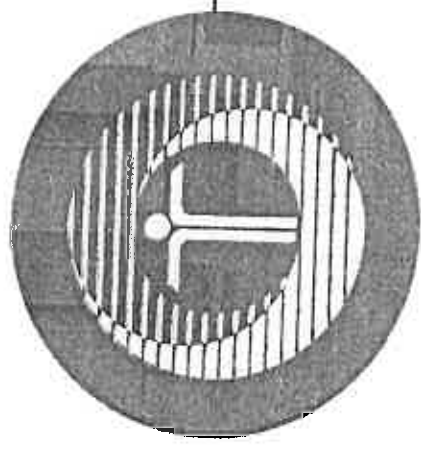
Journal of Human Sciences

GIS as a tool to define, understand and add value to your market

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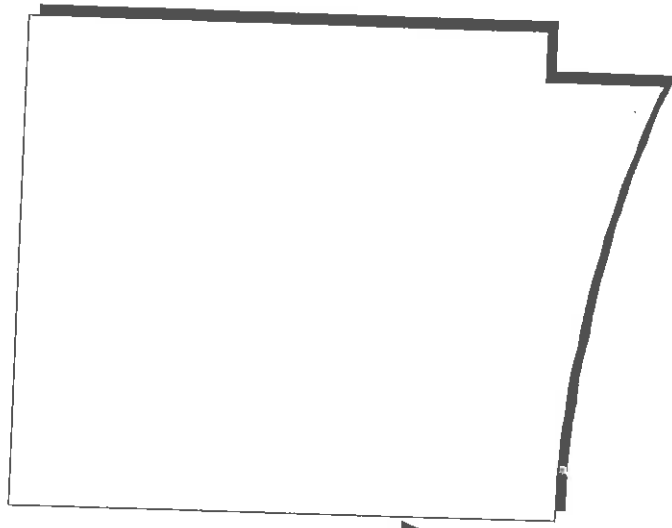
The Challenge to Businesses

- **Spatial information a necessity - NOT a nicety**
- **Spatial information - the common denominator
for decision making**
- **Spatial information - a powerful facilitator of
economic growth**
- **GIS - the most powerful integration technology**



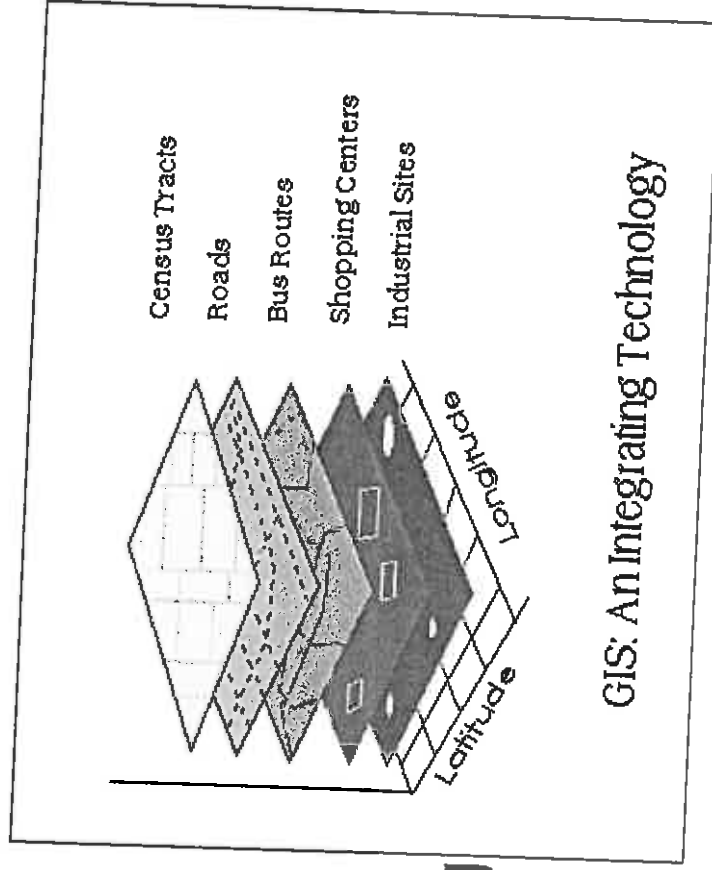
Spatial Information - a common denominator

- **Information that identifies the geographic location and characteristics of features (e.g. retail outlets, roads, trade areas) on the earth's surface.**
- **Geographical Information Systems (GIS) is the technology used to visualize spatial information**



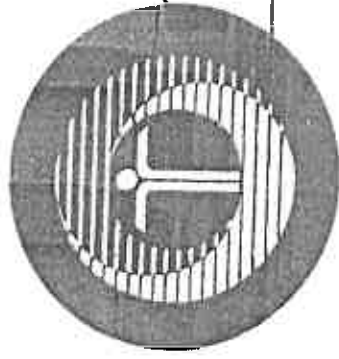
Geographical Information Systems (GIS) - a definition

Simply, it is a computer system that allows information to be mapped and analyzed. GIS's are used in solving complex research, planning, and management problems..



Factors needed to make GIS successful in business

Part I



- Data, data and more data.....
- Economic progress in 1990's in USA was facilitated by census information:
 - Made available at cost of reproduction and distribution
 - No copyright on the use of the information
 - No licensing agreement for its distribution
 - Result - massive growth in business geographics in USA
- South Africa still behind - considering the Promotion of Access to Information Act (Act 2, 2000)



Factors needed to make GIS successful in business

Part II

- Data accuracy - need versus cost
- Data and services must be cost effective
- Understand the maps - sophisticated analysis comes later
- Driven by marketers - they know the questions
- Need to make business people aware
- Show the relevancy of GIS to their business
- Must have easy to use mapping and analysis functions

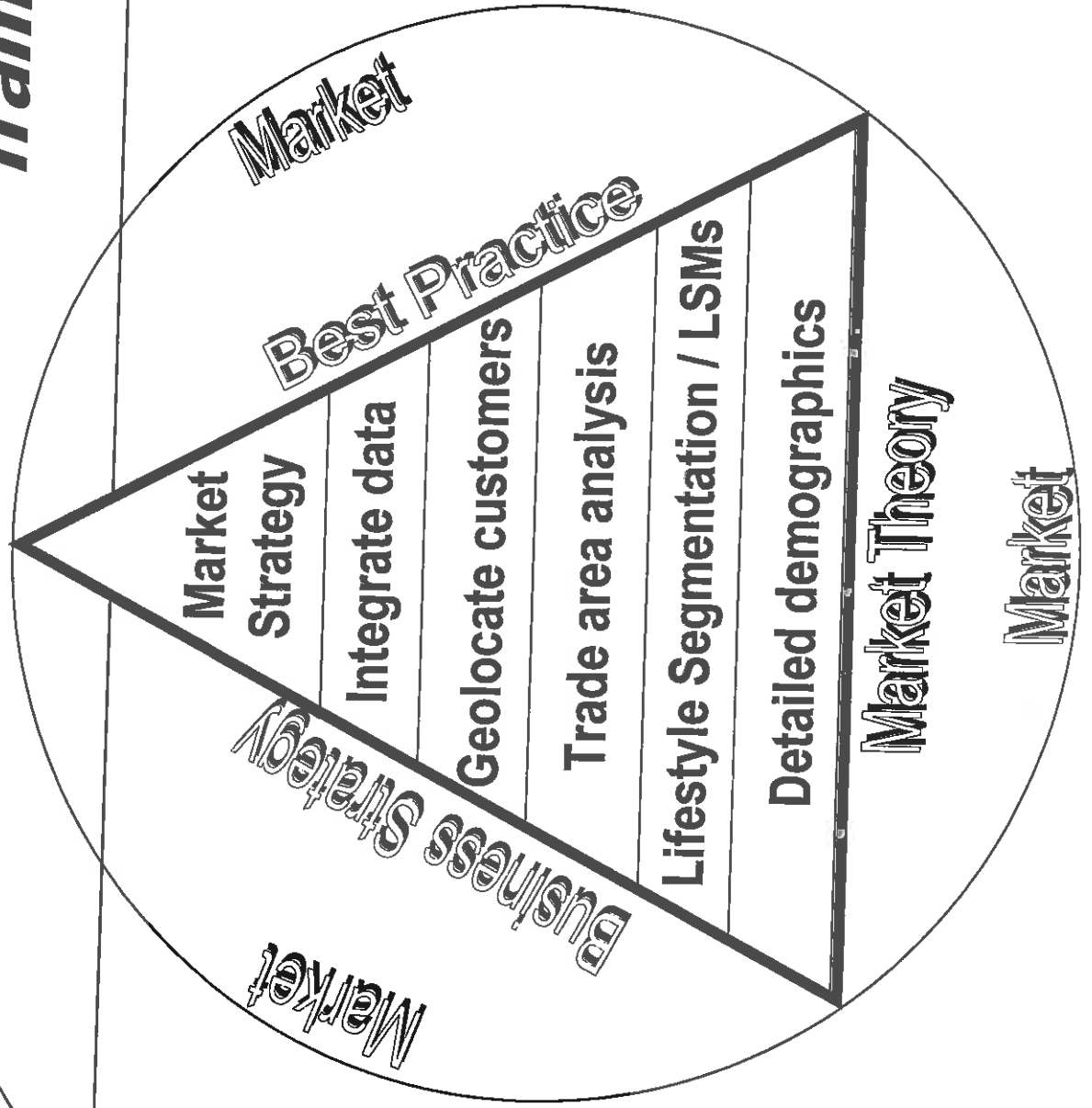


Advantages of using spatial information

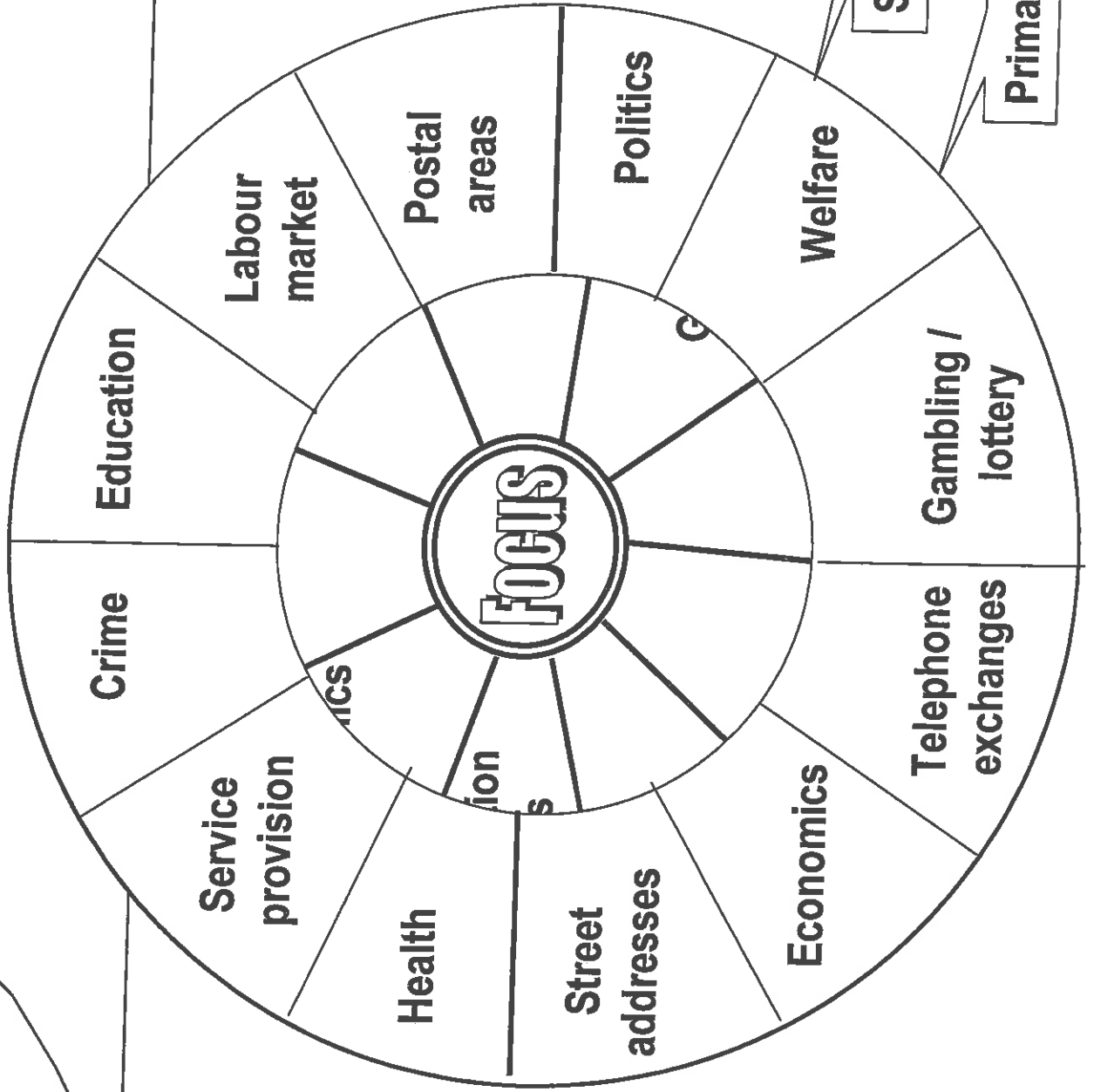
- **Maps show the spatial relationships**
- **Know the demographic characteristics of the local market**
- **Distribution of customers and outlets**
- **Defining trade areas of outlets**
- **Understanding customer purchasing behaviour**
- **Defining the impact of competitors**
- **Identifying niche markets, gaps and overlaps**
- **Defining the performance of outlets**
- **Decision support system for marketing strategies**
- **Getting the right media campaign**
- **Competitive advantage**



Spatial information framework



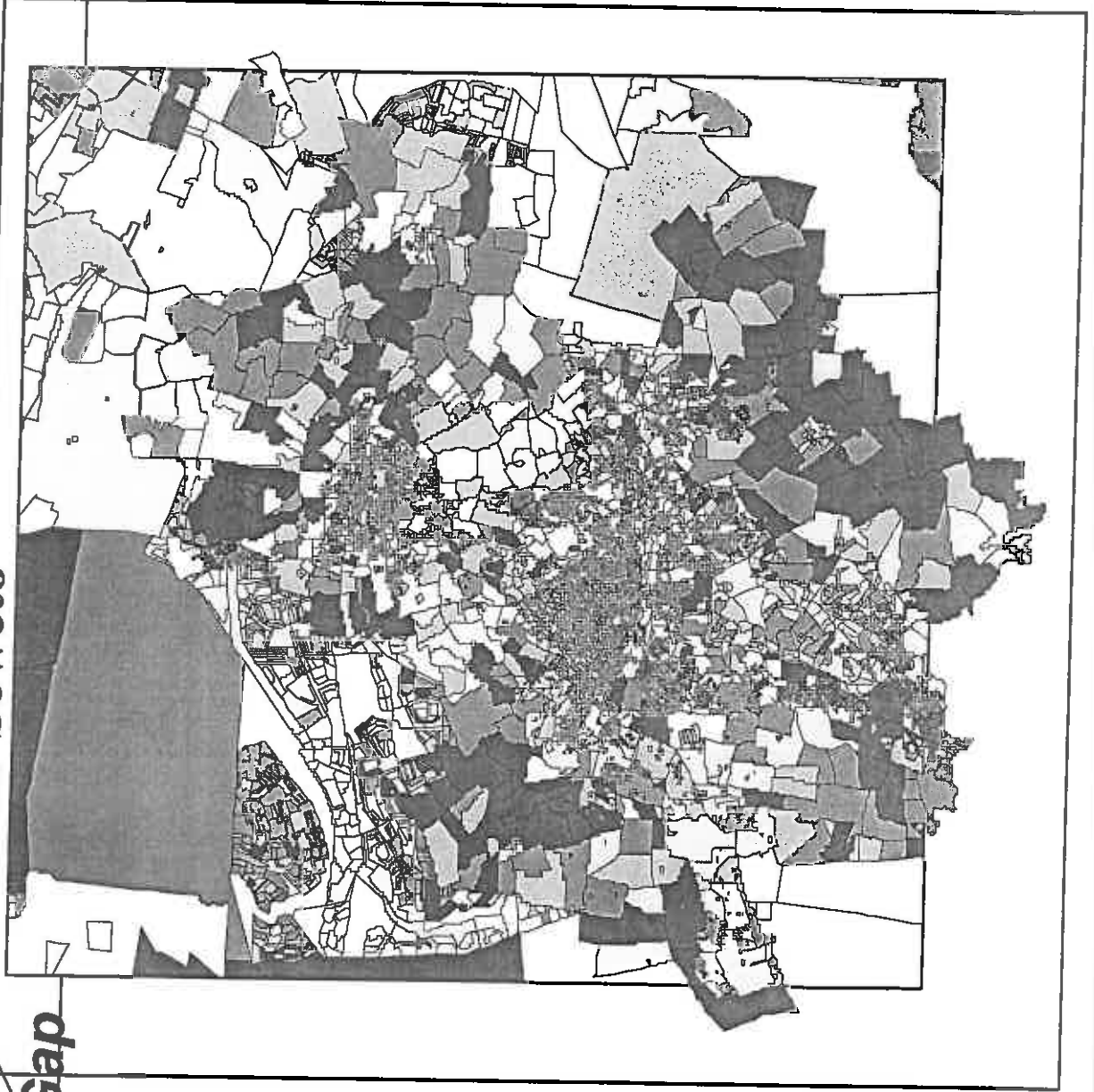
Business information model



Map 1: Demographics

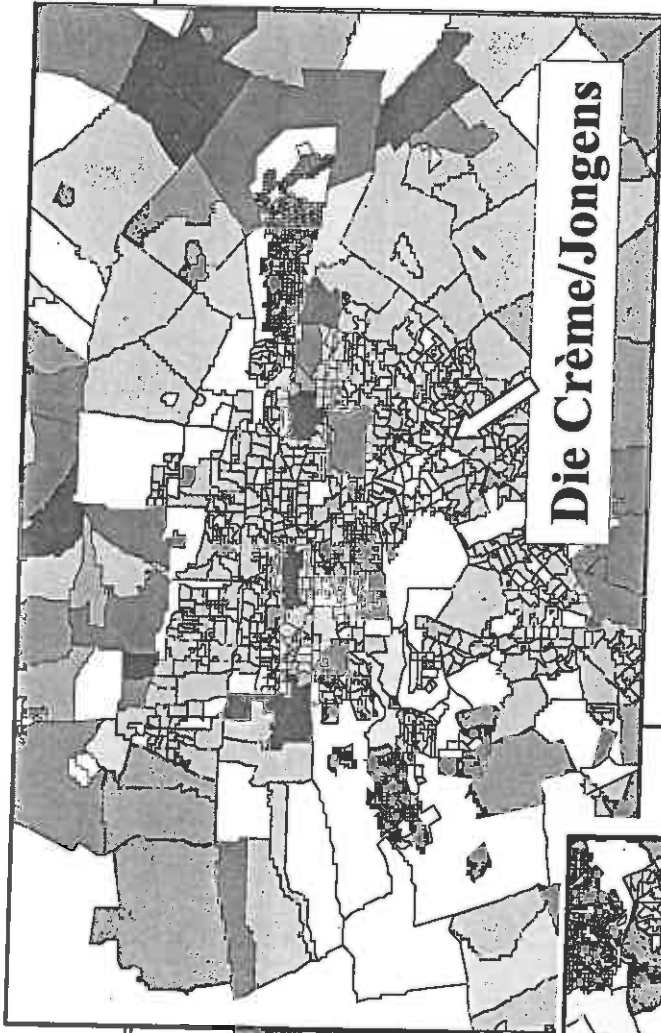
GAUTENG
Greater Soweto

Poverty Gap



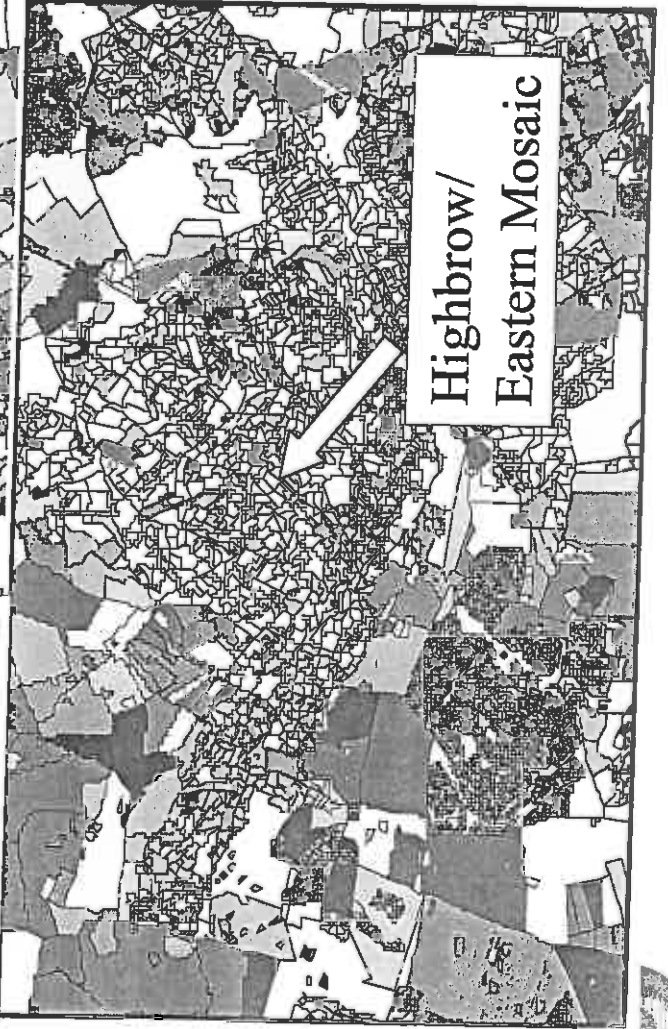
Map 2: Lifestyle segmentation

Pretoria



GAUTENG

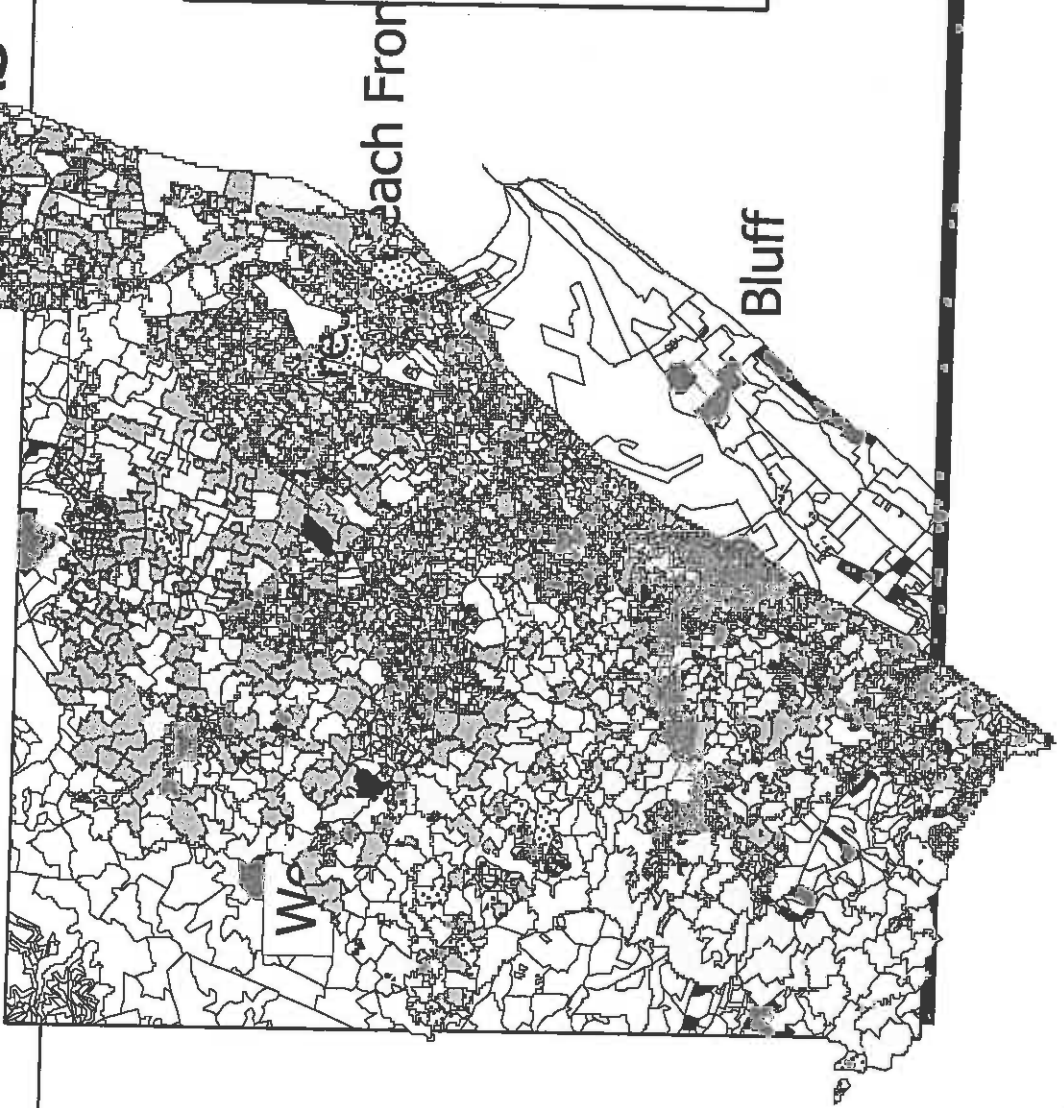
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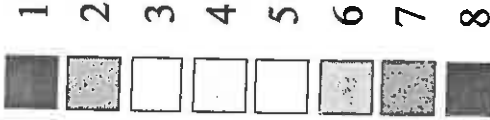
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Map 3: LSM's

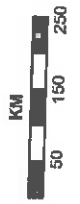
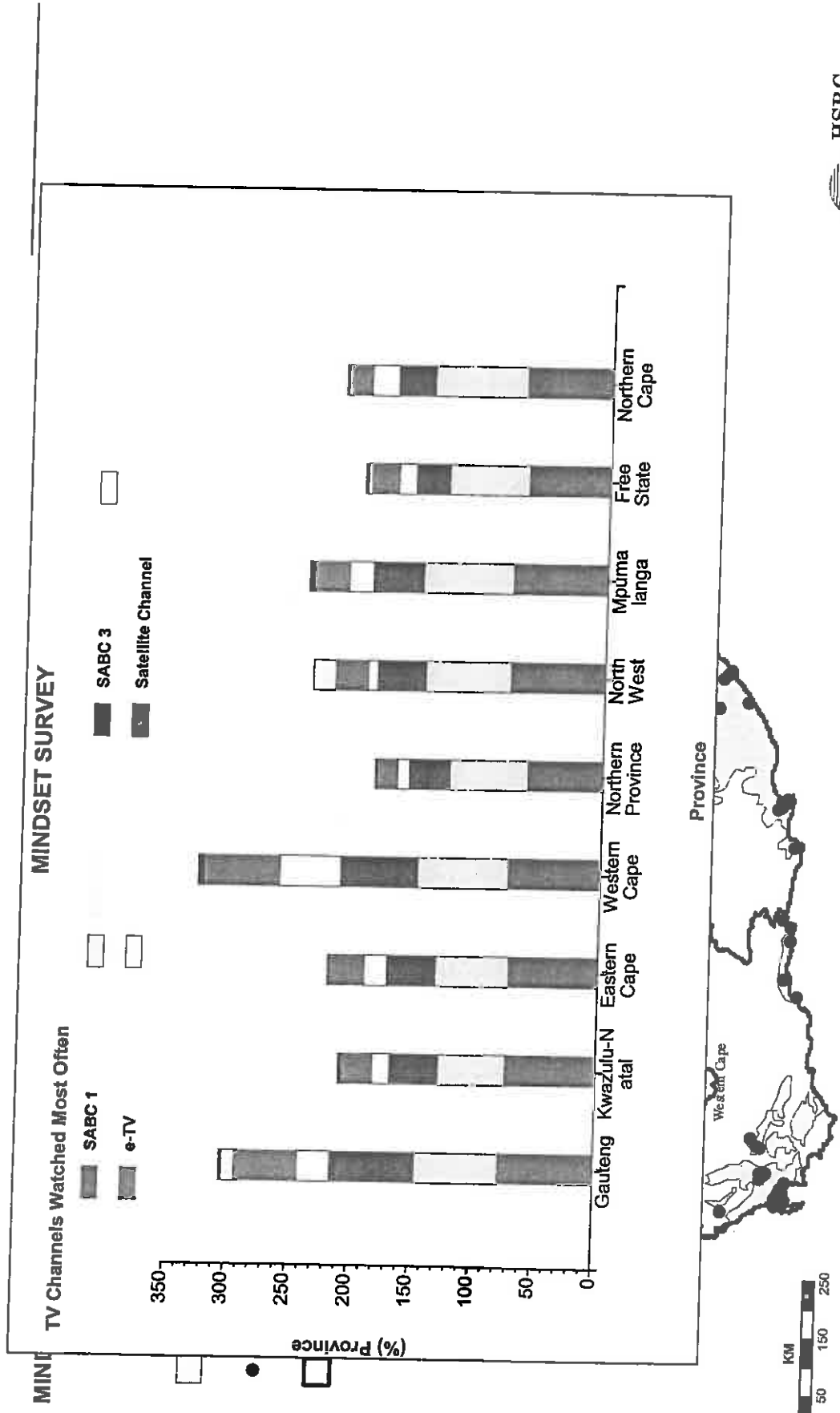
DURBAN PURE LSM & POTAS



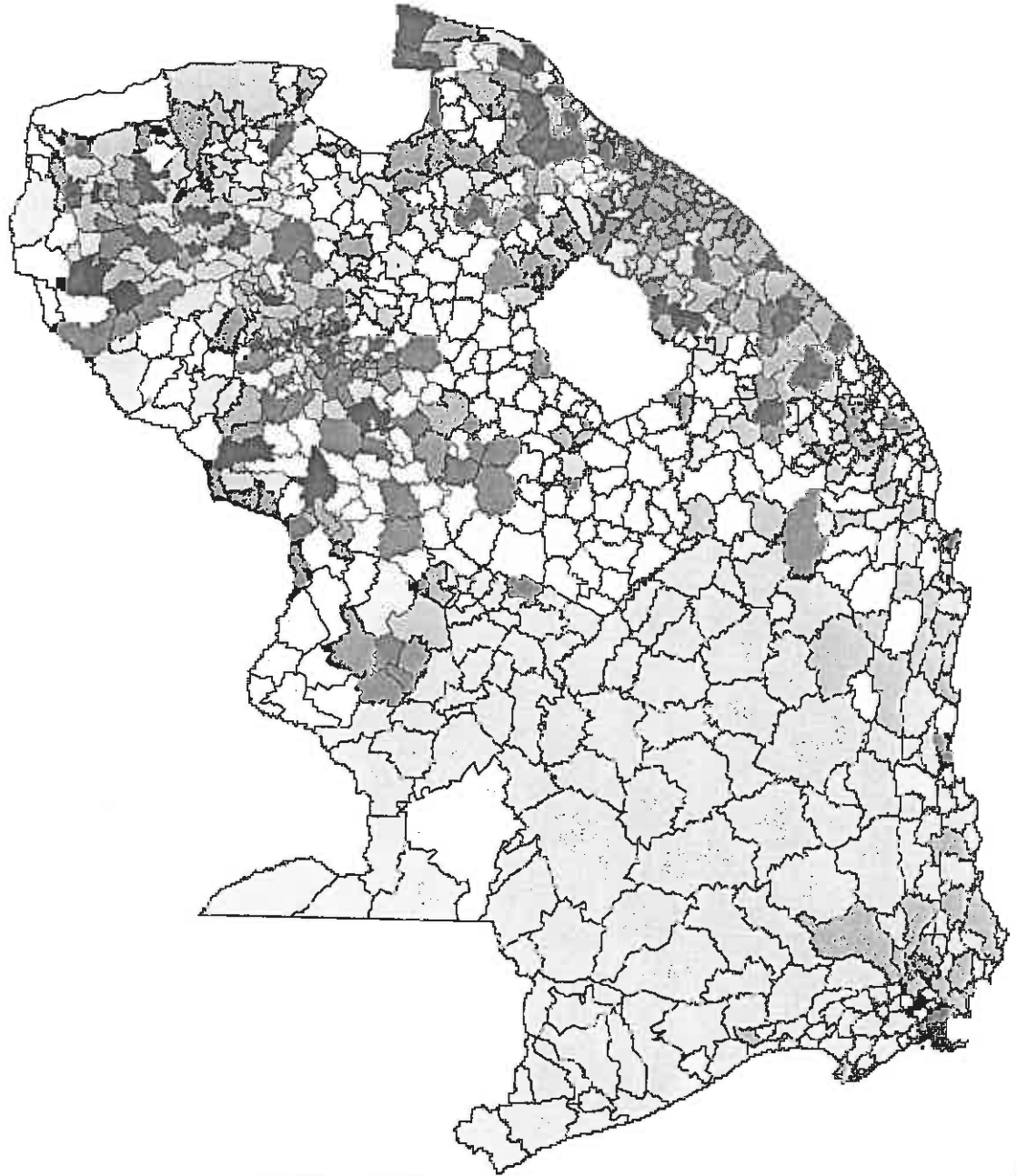
LSM Categories



Map 4: Mindsets



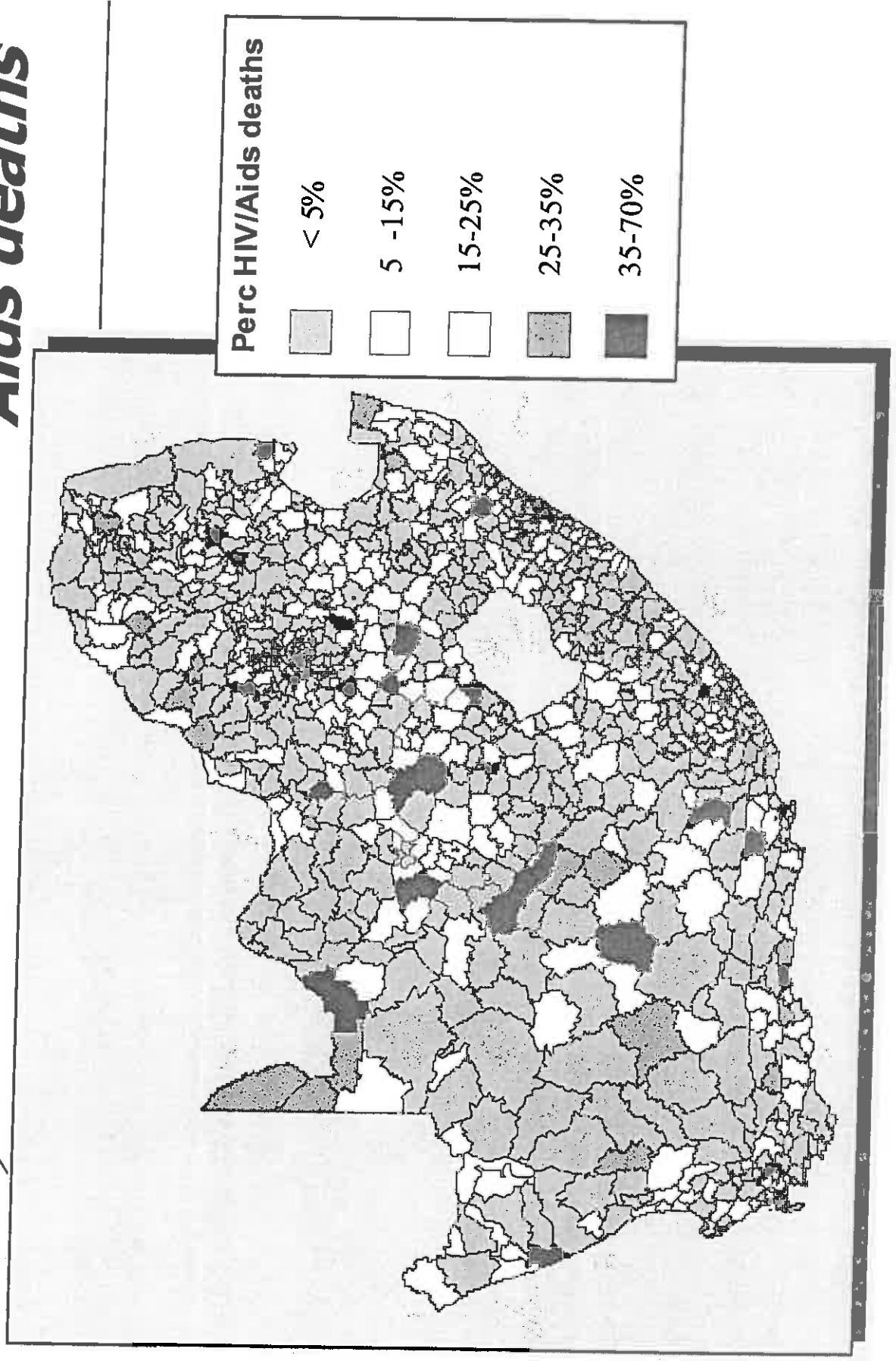
Map 5: Crime



Categories



Map 6: Perceptions on Aids deaths



So where to now?

- **The information is there.....ek sê**
- **Information - focus on your industry**
- **Get management buy-in, tell them it's a necessity**
- **Start simply - mapping is the easiest way**
- **Think carefully - use a consultant or go it on your own**



GIRLS is the
difference

