



# BUSINESS DECISION

Supporting Successful  
Businesses... *Like Yours*

## BusinessDecision

Available now from  
your public library

**“The purpose of  
business is to create  
and keep a customer.”**

*- Peter Drucker*

Finding and keeping  
customers. It's what  
makes a business a  
successful business.

**BusinessDecision  
can help.**

**BusinessDecision** is  
a web-based service  
provided by your  
public library. Access  
is available in the  
library or remotely  
with a valid library  
card and an internet  
connection.

[civictكنولوجies.com](http://civictكنولوجies.com)

Toll Free: 888.606.7600

## *Start a business*

**TARGET.** Market. Grow.

- Identify where target customers live
- Match what you sell with the best location to sell from
- Accurately calculate how big the market is and how much revenue you can generate
- Figure out what your competitors know that you don't

## *Find customers*

Target. **MARKET.** Grow.

- Find more customers like your best customers
- Target advertising and direct mail messages that your customers will hear
- Determine the most effective marketing channels to reach your target audience

## *Open a new location*

Target. Market. **GROW.**

- Identify which target customers aren't served by your current location
- Analyze how far customers have to drive to get to you
- Determine where you need to be to beat your competitors
- Create a product mix that will outsell your competitors

# What's Your Story?

## BUSINESS DECISION

You don't have time and money to waste. Find and keep customers with BusinessDecision—a free service from your public library.

**BusinessDecision.**  
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## TARGET your market and trade area

Jennifer's writing a business plan to open a wine bar. Four competitors are spaced two miles apart along a major boulevard. She uses BusinessDecision's market segmentation to analyze the characteristics of the people who live around each one. Her discovery: all four share the same two major segments. Armed with this information about the target markets, she uses BusinessDecision to find an untapped location where the same two segments are dominant in a different part of town with no competitors.

## MARKET your products and message

Dr. Phillips is opening a new optometry store and planning his launch campaign. Using BusinessDecision he learns two key facts: 60% of the households within a mile of his store are young, blue-collar families and within three miles 70% are affluent married couples. He needs to align his merchandise mix and marketing strategy to reach both groups. To the young families he offers a free exam for kids under 12 and stays open nights because both parents work. To the affluent married couples, he offers a steep discount on a second set of glasses if they spend over \$200 on the first pair.

## GROW your revenue

Alexia asked her local bank for a loan to open a yoga studio. The lending officer didn't see the one thing he needed: a credible revenue model. Using BusinessDecision, Alexia calculated the population within a one-mile radius around her proposed studio site. Then, with knowledge of the leading segments in the area, she calculated the likely market share. At an average of two lessons per month at \$15 each, she figured out her top line revenue. Alexia now has the facts to support her plan and approach the bank with greater confidence. The loan officer has the information he needs to make an informed decision.