

Case Study

Medical service franchise

Objective: A medical service franchise wanted help determining prospect opportunities in existing markets as well as new markets for expansion

- Developed models for multiple service lines to provide further granularity
- Identified the top areas for both existing store growth & new areas for expansion
- Provided extensive & interactive market sizing tables and maps

Results:

- Identified **47 mid-size markets** for new location investments
- Recognized **12 existing locations** with high opportunity for growth
- Recommendations further defined which services to focus in each market

