



**Case study : Amplifying a project's chances of success by finding the right location**

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# Discover how we helped an optician identify the right place to set up his optical store

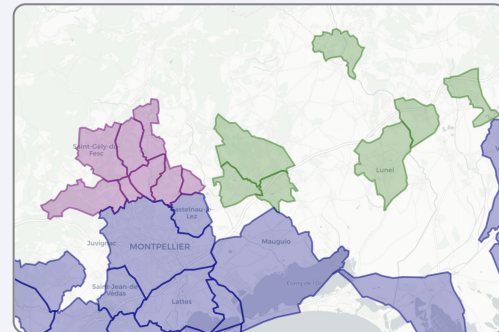


The company presented in this case study is an **optical store** specializing in **sports eyewear** and **looking to set up in Montpellier's hinterland**, run by Olivia.

Prior to our intervention, **Olivia spent long hours** talking to banks and local authorities, and seeking information on the local market.

Information was available, but often extrapolated. **Olivia** couldn't find a city that met all her criteria, and was afraid of missing out on crucial information.

The **deadline was tight**, and **the chosen town had to be located in an area** with strong demand, target a mid to high-end clientele and where property prices were not too high.



The challenge was **to find the best location based on +20 cities and +15 criteria.**

# Two implementation strategies accompanied by an action plan for launch.



Trois villes ont pu être identifiées, permettant à Olivia d'**accélérer sa prise de décision concernant son lieu d'implantation** et d'avancer dans son projet !

## Implementation strategy recommendations



**1st Strategy : Saint-Gély-du-Fesc**  
*Big market, competitive environment*

First, we need to **target the residents** of Saint-Gély-du-Fesc.

Then we **need to stand out from the 4 competing offers nearby**.

Some of the competing offers are located near an ophthalmologist, either in the town center (1) or near a hypermarket to the south (3), which generates a lot of traffic. The town is quite large.



**2nd Strategy : Montferrier-sur-Lez**  
*Niche market*

There are **fewer inhabitants** in Montferrier-sur-Lez, so you'll need to quickly acquire **prospects in nearby towns**.

There is **only one competing offer**.

The competing offer is located near an orthoptist and ophthalmologist practice. The town has no hypermarket of its own and is concentrated, which encourages mobility.





Would you like to find out more about how we achieve these results?  
Come and meet us!

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