## Case Study

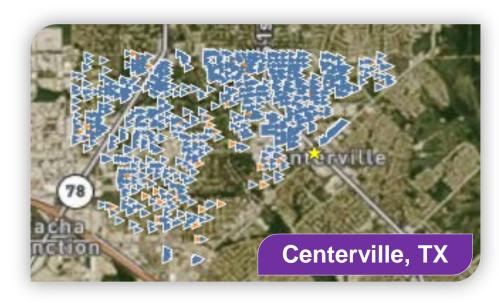
## Medical service franchise

**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



## **CBSA Market Breakdown**





