# Retail Network Report

Understanding the Performance and
Growth Potential of a Retail Brand

Retail Category: Fast Food American
Retail Brand: A&W

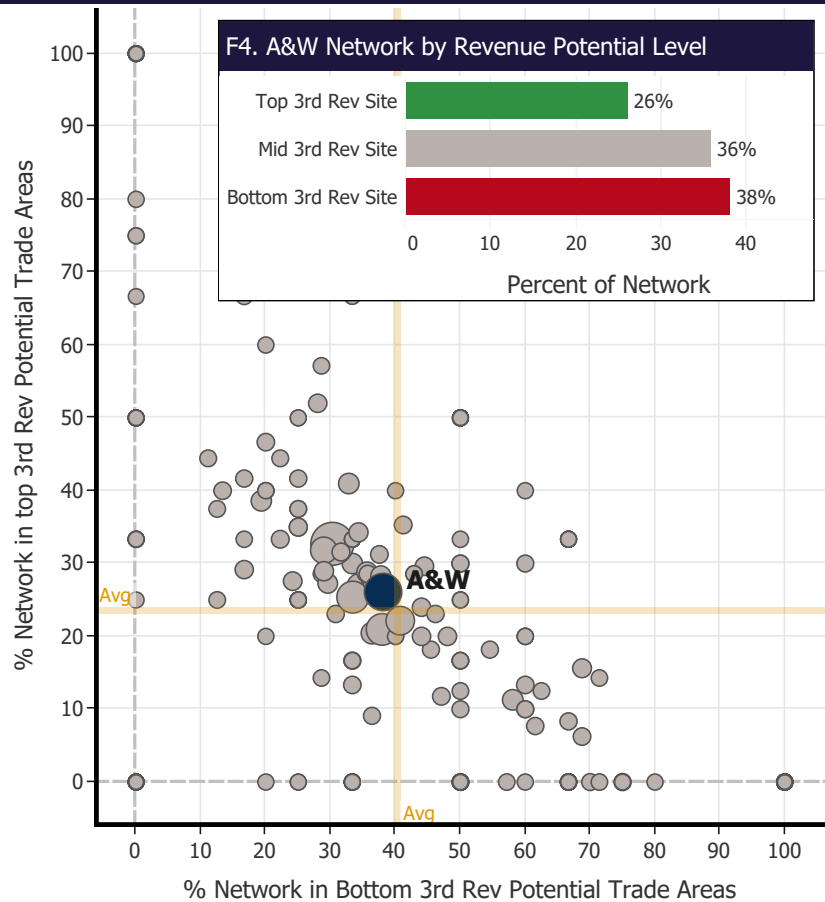Thinking in
LAYERS Digital Twin
Technology

# 1. A&W: Network Performance Overview

Retail Store Network: A&W; Retail Category: Fast Food American
How does my retail network perform against the industry?

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**Select Retail Category**
Fast Food American

**Retail Brand**
A&W

## F3. Fast Food American: Industry Network Performance



### F4. A&W Network by Revenue Potential Level

| | Percent of Network |
|---|---|
| Top 3rd Rev Site | 26% |
| Mid 3rd Rev Site | 36% |
| Bottom 3rd Rev Site | 38% |

Y-axis: % Network in top 3rd Rev Potential Trade Areas
X-axis: % Network in Bottom 3rd Rev Potential Trade Areas

## F1. Fast Food American: Competitors

| Competitor Name | Comp Count | TA Count | Map Legend |
|---|---|---|---|
| A&W | 893 | 855 | ● |
| McDonalds | 1,382 | 1,266 | ○ |
| Dairy Queen | 512 | 507 | ○ |
| KFC | 501 | 494 | ○ |
| Wendys | 418 | 411 | ○ |
| Burger King | 334 | 326 | ○ |
| Popeyes Louisiana Chicken | 329 | 321 | ○ |
| Harveys | 279 | 275 | ○ |
| Mary Browns Chicken | 242 | 239 | ○ |
| La Belle Province | 88 | 88 | ○ |
| Triple Os | 62 | 61 | ○ |
| Churchs Texas Chicken | 62 | 61 | ○ |
| PFK | 61 | 61 | ○ |
| Valentine | 60 | 60 | ○ |
| Fatburger | 59 | 57 | ○ |
| Five Guys | 57 | 57 | ○ |
| Arbys | 53 | 52 | ○ |
| Hero Certified Burgers | 44 | 44 | ○ |
| Dixie Lee | 38 | 36 | ○ |
| Burger Factory | 35 | 35 | ○ |
| Smokes Poutinerie | 32 | 31 | ○ |
| Chicko Chicken | 29 | 29 | ○ |
| The WORKS Craft Burgers .. | 27 | 27 | ○ |
| The Burgers Priest | 25 | 25 | ○ |
| Restaurant Scores | 25 | 25 | ○ |
| Chesters Fried Chicken | 25 | 25 | ○ |

## F5. A&W Network Map
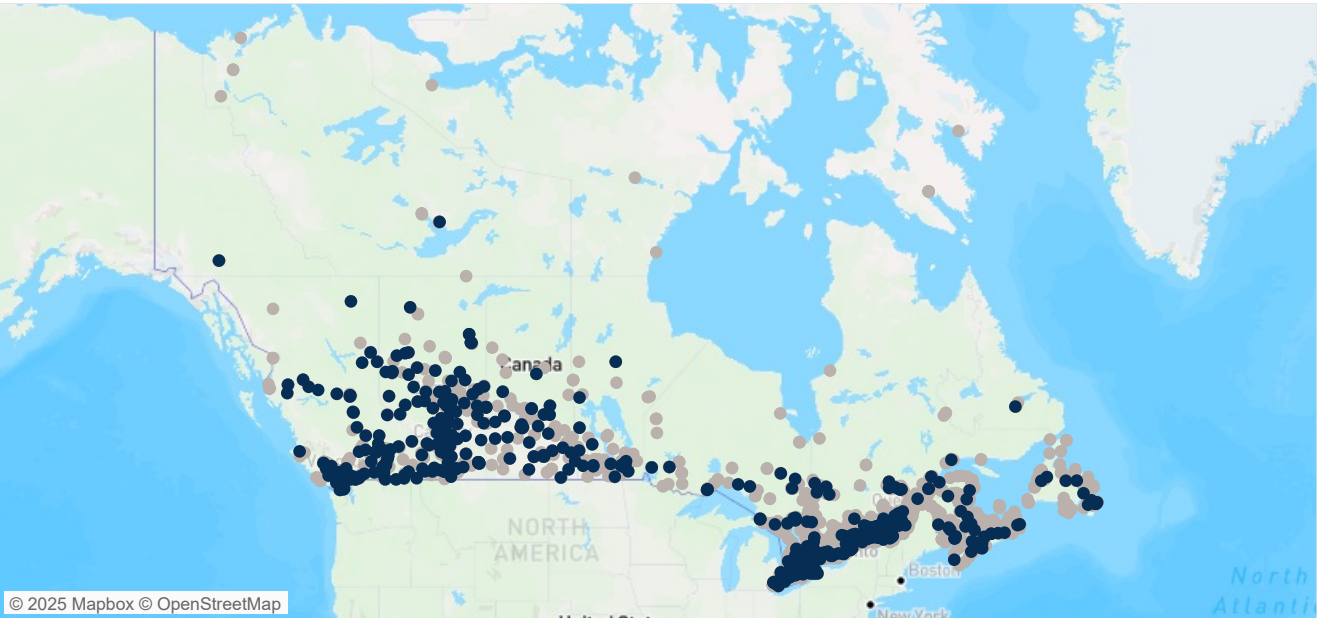
# 2. A&W: Performance (Inside Network)
Retail Store Network: A&W; Retail Category: Fast Food American
How does my retail network perform at the trade area level?

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**Select Retail Category**
Fast Food American

**Select Retail Brand**
A&W

**Revenue Potential Benchmark**
Province

## Optimization Action by Revenue Potential and Level of Competition (TA Count)

| Network Optimization Action | High Pot Low Comp | High Pot Avg Comp | High Pot High Comp | Avg Pot Low Comp | Avg Pot Avg Comp | Avg Pot High Comp | Low Pot Low Comp | Low Pot Avg Comp | Low Pot High Comp | Grand Total |
|---|---|---|---|---|---|---|---|---|---|---|
| Best Expand/Low Comp | 54 | | | | | | | | | 54 |
| Good Expand/Low Comp | 45 | | | | | | | | | 45 |
| Keep Fresh/Avg Comp | | 75 | | | | | | | | 75 |
| Keep Fresh/High Comp | | | 166 | | | | | | | 166 |
| Maintain/Low Comp | | | | 36 | | | | | | 36 |
| Maintain/Avg Comp | | | | | 44 | | | | | 44 |
| Maintain/High Comp | | | | | | 140 | | | | 140 |
| Downsize/Low-Avg Pot | | | | | | | 91 | | | 91 |
| Downsize/Cluster Trap | | | | | | | | 109 | 190 | 299 |
| Grand Total | 99 | 75 | 166 | 36 | 44 | 140 | 91 | 109 | 190 | 950 |

## Optimization Action by Trade Area Type (TA Count)

| Network Optimization Action | TA Visibility | Regional | | Community | | Neighbourhood | | | Grand Total |
|---|---|---|---|---|---|---|---|---|---|
| | | T1 Large | T2 Small | T3 Large | T4 Small | T5 Large | T6 Medium | T7 Small | |
| Best Expand/Low Comp | Mid 3rd | | | | | 7 | 3 | 4 | 14 |
| | Top 3rd | 3 | 2 | 5 | 10 | 13 | 5 | 2 | 40 |
| Good Expand/Low Comp | Bottom 3rd | | | | | 2 | 1 | 2 | 5 |
| | Mid 3rd | | | | | 12 | 9 | 6 | 27 |
| | Top 3rd | | | | 4 | 9 | | | 13 |
| Keep Fresh/Avg Comp | Mid 3rd | | | | | 1 | | | 1 |
| | Top 3rd | 4 | 9 | 8 | 27 | 24 | 2 | | 74 |
| Keep Fresh/High Comp | Top 3rd | 41 | 57 | 42 | 21 | 5 | | | 166 |
| Maintain/Low Comp | Bottom 3rd | | | | | | 2 | 14 | 16 |
| | Mid 3rd | | | | | 8 | 1 | 6 | 15 |
| | Top 3rd | | | | 1 | 4 | | | 5 |
| Maintain/Avg Comp | Mid 3rd | | | | | 5 | 3 | 2 | 10 |
| | Top 3rd | | | | 6 | 24 | 4 | | 34 |
| Maintain/High Comp | Top 3rd | 14 | 27 | 35 | 45 | 19 | | | 140 |
| Downsize/Low-Avg Pot | Bottom 3rd | | | | | 2 | 4 | 75 | 81 |
| | Mid 3rd | | | | | | 4 | 6 | 10 |
| Downsize/Cluster Trap | Bottom 3rd | | | | | 4 | 5 | 56 | 65 |
| | Mid 3rd | | | | 4 | 32 | 20 | 37 | 93 |
| | Top 3rd | 2 | 16 | 29 | 35 | 46 | 8 | 5 | 141 |
| Grand Total | | 64 | 111 | 119 | 153 | 217 | 71 | 215 | 950 |

# 3. A&W: Growth Capacity (Outside Network)
## Retail Store Network: A&W; Retail Category: Fast Food American
## What is the capacity of my retail brand to grow?

**Select Retail Category**
Fast Food American

**Select Retail Brand**
A&W

**Revenue Potential Benchmark**
Province

## Optimization Action by Rev Pot and Level of Competition (TA Count)

| New Site Optimization Action | High Pot Low Comp | High Pot Avg Comp | High Pot High Comp | Avg Pot Low Comp | Avg Pot Avg Comp | Avg Pot High Comp | Low Pot Low Comp | Low Pot Avg Comp | Low Pot High Comp | Grand Total |
|---|---|---|---|---|---|---|---|---|---|---|
| Best New Site Low Comp | 763 | | | | | | | | | 763 |
| Good New Site Low Comp | 619 | | | | | | | | | 619 |
| Best New Site Avg Comp | | 50 | | | | | | | | 50 |
| Good New Site Avg Comp | | 93 | | | | | | | | 93 |
| Best New Site High Comp | | | 51 | | | | | | | 51 |
| Good New Site High Comp | | | 74 | | | | | | | 74 |
| Don't Build Low-Avg Pot | | | | 585 | | | 363 | | | 948 |
| Don't Build S/D Balanced | | | | | 108 | | 745 | | | 853 |
| Don't Build Cluster Trap | | | | | | 88 | | 290 | 186 | 564 |
| Grand Total | 1,382 | 143 | 125 | 585 | 108 | 88 | 1,108 | 290 | 186 | 4,015 |

## Optimization Action by Trade Area Type (TA Count)

| Optimization Action | TA Visibility | Regional | | Community | | Neighbourhood | | | Grand Total |
|---|---|---|---|---|---|---|---|---|---|
| | | T1 Large | T2 Small | T3 Large | T4 Small | T5 Large | T6 Medium | T7 Small | |
| Best New Site Low Comp | Bottom.. | | | | | | | 1 | 1 |
| | Mid 3rd | | | | 1 | 94 | 94 | 182 | 371 |
| | Top 3rd | 11 | 13 | 21 | 68 | 212 | 45 | 21 | 391 |
| Best New Site Avg Comp | Top 3rd | 3 | 9 | 12 | 18 | 8 | | | 50 |
| Best New Site High Comp | Top 3rd | 26 | 15 | 2 | 8 | | | | 51 |
| Good New Site Low Comp | Bottom.. | | | | | | 28 | 120 | 148 |
| | Mid 3rd | | | | | 72 | 112 | 172 | 356 |
| | Top 3rd | | 1 | 3 | 12 | 74 | 20 | 5 | 115 |
| Good New Site Avg Comp | Top 3rd | | 2 | 8 | 28 | 42 | 11 | 2 | 93 |
| Good New Site High Co.. | Top 3rd | 7 | 17 | 20 | 23 | 7 | | | 74 |
| Don't Build Low-Avg Pot | Bottom.. | | | | | 7 | 132 | 488 | 627 |
| | Mid 3rd | | | | | 58 | 107 | 133 | 298 |
| | Top 3rd | | | | 1 | 15 | 7 | | 23 |
| Don't Build S/D Balanced | Bottom.. | | | | 1 | 7 | 73 | 503 | 584 |
| | Mid 3rd | | | | 2 | 38 | 48 | 101 | 189 |
| | Top 3rd | | 1 | | 4 | 59 | 14 | 2 | 80 |
| Don't Build Cluster Trap | Bottom.. | | | 1 | | 4 | 11 | 121 | 137 |
| | Mid 3rd | | | | 3 | 58 | 64 | 128 | 253 |
| | Top 3rd | 1 | 8 | 27 | 38 | 71 | 23 | 6 | 174 |
| Grand Total | | 48 | 66 | 94 | 207 | 826 | 789 | 1,985 | 4,015 |