

Plan with Precision: Expand Where You Will Succeed

Client: UK Delicatessen Chain



The Challenge

A growing delicatessen chain wanted to expand beyond London into the Home Counties, but early efforts brought mixed results. Some new sites underperformed, despite strong footfall and local affluence. The issues pointed to competition, site overlap and poor customer fit — but the business lacked the tools to model expansion accurately.

They had strong internal data, including sales, loyalty programme results and store feedback, but needed to combine this with external factors like demographics, footfall and competitors. To plan with confidence and secure stakeholder buy-in they needed a smarter, more joined-up approach.

The Solution

Using **Periscope®** their team built a scalable planning model combining their own data with external factors such as travel time, footfall flow, wealth and lifestyle segments and competitor locations.



Modelled potential locations based on store success criteria and mapped each scenario with a clear path to ROI.



Prioritised sites that reflected their most successful catchments, while avoiding overlap or cannibalisation.



Prepared a 3-year rollout plan that aligned their internal teams and secured board-level support and rollout.



Improved stakeholder confidence with clear and shareable visuals on market context and data-driven rationale.



Periscope® helped us see beyond the postcode areas and understand what really drives store success. It gave us the clarity we needed to grow smarter and faster alignment across teams and we're no longer surprised by poor store performance.

— Director of Growth

