



MARKETING RESEARCH

A long-established marketplace leader, the Marketing Research division of Altus Group offers a full range of services in retail research and marketing to help clients identify opportunities and translate those into lasting business success.



FOCUS ON

Marketing Research

Supported by state of the art research technology and an outstanding team of expert analysts, Altus brings insight based on an intimate knowledge of the retail market. Our team understands the practical challenges and issues facing retailers, real estate developers as well as public and quasi-public organizations.

Our approach is based on five clear advantages:

INFORMATION – Superior knowledge of the market and the business world.

PRACTICAL EXPERTISE – Ability to interpret data and identify opportunities.

TECHNOLOGY – The most advanced tools, programming and models.

DATABASES – Extensive, diverse and constantly updated.

EXPERIENCE – Diversity of assignments and clients.

Our Capabilities At Work For You

Location Analysis

No question looms larger in the minds of retailers than location. Discerning where you need to be in order to leverage your market potential is of vital importance. Altus Group has the tools, technology and team to ensure you make the right judgment. Our ability to analyze a market and measure territorial supply and demand is without comparison. Specifically, Altus Group's professionals can help you:

- Analyze the strengths and weaknesses of a site.
- Delineate a trade area.
- Measure and analyse the socio-demographic characteristics.
- Estimate market potential.
- Identify and assess your competition.
- Establish sales forecast scenarios.
- Determine market shares.
- Analyze store networks and plan for development.
- Measure impact on other outlets.

Trade Area Delineation



Consumer Interests, Attitudes and Behaviour

Based on rigorous survey and market segmentation techniques, Altus Group is able to offer superior insights into customer and consumer attitudes. Altus has a team of professionals dedicated exclusively to the conduct of telephone, web and mall intercept surveys. Consumer behaviour and satisfaction surveys are conducted on a regular basis as are customer spottings.

Our 30-station computerized call centre handles all aspects of market research including: questionnaire design, actual telephone interviews, data tabulation and processing as well as analysis of survey results. Most important of all, our seasoned professionals can marry market research tools with business sector experience to isolate the insights that will prove instrumental to your success.

Street Smart. World Wise.

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Retail Marketing

Quality marketing strategies are fundamental to ongoing success and building brand attachment among your customers. Altus Group can translate research results into practical, dynamic and results-driven retail strategies. Our marketing professionals have an intimate knowledge of retail marketing – what works, what doesn't and what's next. Adopting a completely customized approach, they can identify the best ways to leverage your strengths and gain critical advantage over competitors.

Target Marketing

Targeted efforts that directly drive sales and profitability are not found, they're earned. Altus Group's proven track record can assist you to utilize the tools at your ready to ensure your success. Specifically, we help clients concentrate on:

- Optimization of sales territories.
- Data mining.
- Targeted marketing campaigns.

Urban Planning of Commercial Space

Altus Group's urban planning credentials complement commercial development insights to form a powerful combination that delivers results for our clients. Our professionals possess a wide ranging expertise across the entire planning spectrum, including:

- Prospective analysis of a municipality's commercial land use.
- Revitalization of commercial streets and downtown areas.
- Socio-demographic and economic profiles of a given territory.
- Impact analyses.

Real Estate Marketing

Altus Group's long history in the commercial real estate sector allows us to help clients with proven strategies, with a particular emphasis on the merchandising and repositioning of shopping centres. By analyzing the tenant mix through a number of performance ratios, we can help better position a centre, maximize its rental income and better face competition.

Geomarketing

Altus Group relies on high-performance geographic information systems (GIS) allowing for geo-referenced databases and the production of thematic cartography. These cutting edge tools provide a tested technological advantage that lends our clients efficiencies and improved business outcomes.

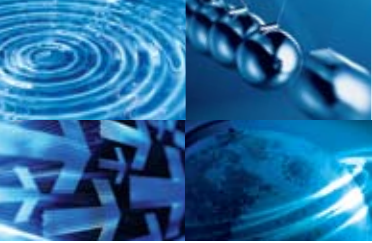
Market Segmentation



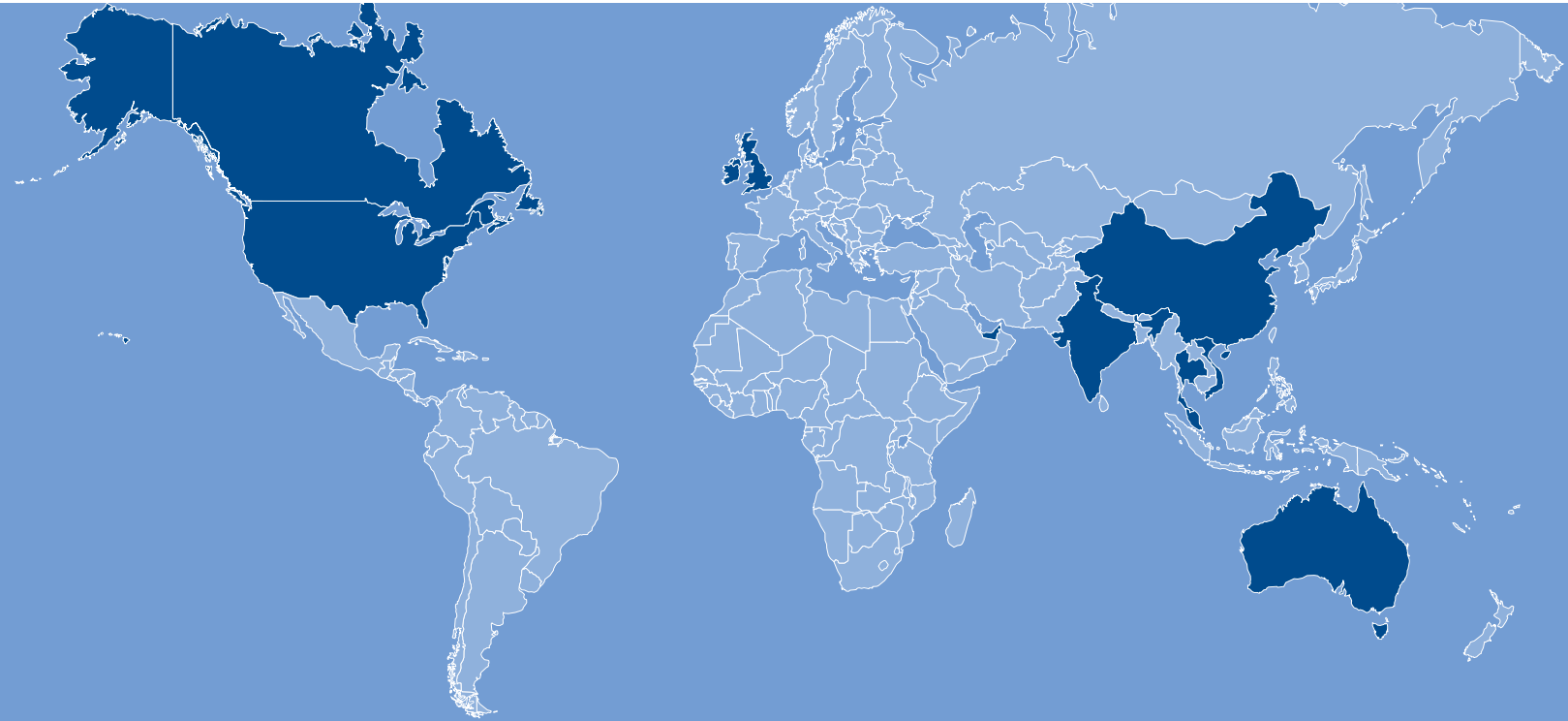
Remerchandising of Shopping Centres



- New financial institution
- Optimize sales
- Status quo
- New fashion boutiques



Our Network



Altus offers diversified services and unparalleled expertise to a broad range of clients, in various industries across Canada and internationally.

About Altus Group

Altus Group is the leading multidisciplinary provider of independent real estate consulting and professional advisory services worldwide. With a staff of over 1,500, Altus Group has a network of over 50 offices in 11 countries worldwide, including Canada, UK, Australia, Asia, USA and the Middle East. We operate four interrelated Business Units, bringing years of expertise together into one comprehensive platform: Research, Valuation and Advisory; Cost Consulting and Project Management; Realty Tax Consulting and Geomatics services. Our business units work independently or in cooperation to provide clients with the benefit of combined expertise. Our distinctive approach allows for decisions based on independent, carefully reviewed conclusions.

Altus Group provides services to some of the most prominent businesses, including banking institutions, pension funds, insurance companies, accounting firms, law firms, public real estate organizations (including REITs), industrial companies, private investors, asset and fund managers, real estate developers, governmental institutions, and oil and gas companies.



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