

Abstract

Targeting Retail Locations Using GIS

Track: Business, Banking, and Insurance

Author(s): Jillian Elder, Dave Miller

On the way to 7,000 stores by 2010, Walgreens is using GIS to select the best retail locations across the country. Through current prescription usage trends and point of sale data, Walgreens has been able to calculate and display pharmacy market share as well as total prescription potential and unrealized prescription potential. Additional site qualities including demographics, customer shopping patterns, competitor locations, and physical geography are all analyzed and displayed through GIS.

Jillian Elder

Walgreen Co.

Market Planning & Research

200 Wilmot Road

MS 2267

Deerfield , IL 60015

USA

Phone: (847)914-3904

Fax: (847)914-3013

E-mail: jillian.elder@walgreens.com

Dave Miller

Walgreen Co.

Market Planning & Research

200 Wilmot Road

MS 2267

Deerfield 60015

USA

Phone: (847)914-2893

Fax: (847)914-3013

E-mail: dave.miller@walgreens.com