



 NEWGROUND

STRATEGY FIRST

*WHERE SUCCESS BEGINS*

# GAIN CONFIDENCE *AND* ENHANCE ROI

Our Strategy First approach reveals market insights that optimize growth and performance. Our approach incorporates research, expertise, and instinct in order to build a greater understanding of markets, pinpoint levels of performance, and prioritize resource allocation. We blend your strategic vision, business objectives, and unique market elements to ultimately provide clarity, mitigate risk, and enhance ROI across all delivery channels.





# DIVE INTO STRATEGY FIRST

## *FOR A STRONG COMPETITIVE ADVANTAGE*

Success begins with a well-developed strategy. Without a strategic framework, your business jeopardizes achieving its maximum potential. Make every decision with complete confidence through Strategy First.

*[LEARN MORE](#)*

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# STRATEGIC ANALYSIS

## *LEVERAGING RESEARCH*

### FOR GROWTH



#### **BRANCH EXPANSION STUDY**

Searching for future locations? We analyze key market trends and data, including consumer, competitor, and demographic facts. We provide recommendations regarding the placement of new service points and potential growth options.



#### **SERVICE OPTIMIZATION STRATEGY**

Using multiple source data, we help you maximize revenue and achieve your growth goals. With over 20 market analysis tools, we analyze your target markets, competitors, clientele, and traffic flow data to create a full picture.



#### **HEADQUARTERS PROGRAM DEVELOPMENT**

We create future-proofed headquarters with a brand expression that unites both physical and digital worlds. Our headquarters promote differentiation, growth strategies, and profitability. Our team of experts align corporate space with your organization's current and future state.



#### **DEMOGRAPHIC MARKET SNAPSHOT**

Our Strategy Team helps you understand the best branch placement strategy in a particular area. We comprehend and present your growth objectives, target markets, and personas within a given locale.



#### **SITE SELECTION**

We vet potential service locations and navigate the complexities of local real estate on your behalf. Our data-driven approach ensures that a site has business potential, driving our recommendations for your future locations.



#### **BRANCH SURVEY**

This analysis of your physical locations helps prioritize future branch improvements through two surveys. Our environmental survey analyzes how your spaces deliver your brand experience, and our architectural survey evaluates your buildings' systems and aesthetics.



# EXPLORE OUR *UNIQUELY DIFFERENT* APPROACH



## **IN-MARKET, ON-THE-GROUND SURVEY**

NewGround's Strategy Team will analyze market areas and geographic positioning based on in-market observations and surveys. This critical element in the research considers visibility, access, traffic conditions, and market presence that surpasses straight data analysis.



## **COMMERCIAL BUSINESS / BUSINESS ACCOUNT POTENTIAL**

Sources and assemblages of business information have greatly improved and expanded in recent years. The commercial business sector can now be analyzed by aggregate, size, type, density, and saturation levels.



## **DEVELOPMENT OF PRODUCT-SPECIFIC TARGET ANALYTICS**

Combinations of empirical data help identify untapped potential within markets. Based on both identifiable trends and best practices, these are custom analytics that provide unique insight to location strategy.



*LET'S TALK.*

*Scott Florini, VP of Strategy*

*636-898-8100 | [inquiries@newground.com](mailto:inquiries@newground.com)*

15450 S Outer Forty Rd, Suite 300

Chesterfield, Missouri 63017 USA

[newground.com](http://newground.com)

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