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For Immediate Release

Eagle Boys Dial-A-Pizza uses science to build market share

Eagle Boys have been determining and defining their franchise territories using Tactician Online for a number of years. Expanding the application of Tactician Online in areas such as demographic analysis and location intelligence has enabled more informed decision making. Now a more scientific approach can be taken to their business operations increasing the return on investment in relation to Tactician Online.

"So much data is available to businesses these days that facilitates informed and objective decision-making. Taking advantage of the fact that the vast majority of this information has a geographic element, Tactician Online empowers businesses to transform information into location-based business intelligence". Tony Maber – Consulting Services Manager - MDS

Utilising their industry expertise, MDS has been advising Eagle Boys of a number of areas for consideration through the application of Tactician Online. These relate to Eagle Boys tactical and strategic planning through visualising and analysing an array of information.

Applying Census demographics, household expenditure, market segmentation and population estimates/projections in combination with their corporate data, will assist with new site selection, customer profiling, target marketing and competitor analysis.

The old adage rings true. "A picture says a thousand words" but, the reality is, "a map tells you the whole story".

MapData Sciences has been developing and hosting online digital mapping applications for over 10 years as well as supplying mapping data to other online mapping providers and for in-house GIS development projects.

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