

CONTENTS

5.5	Examples of Internet Retailing in Different Sectors	97
5.6	Geography, the Internet and E-Commerce	105
5.7	Conclusion	108
6	TERRITORY PLANNING	109
6.1	Introduction	109
6.2	Territory Management	111
6.3	Balanced Workloads	118
6.4	Efficient Organization	124
6.5	Conclusion	126
7	METHODS FOR SITE SELECTION	127
7.1	Introduction	127
7.2	An Inductive Approach to Site Selection	128
7.3	A Deductive Approach to Site Selection	134
7.4	Applied Location Modelling	137
7.5	The Simplicity Spectrum	148
8	SPATIAL INTERACTION MODELS FOR RETAIL SITE ASSESSMENT	151
8.1	The Model and its Development	151
8.2	Estimating the Small Area Demands for Products and Services	156
8.3	The Supply Side	160
8.4	Customer Flows and Store Revenues	162
8.5	Providing a Decision-Support Capability	166
8.6	The Development of a Cross Channel Management Plan for the City of Vienna for a Major Automotive Manufacturer	170
8.7	Conclusion	175
9	NETWORK REPRESENTATION PLANNING	177
9.1	Introduction	177
9.2	Case Study 1: Automotive Network Optimization	179
9.3	Case Study 2: Financial Services Network Optimization	186
9.4	Post-merger Network Optimization	191
9.5	Retail network optimization	200
9.6	Conclusion	204
10	DIRECT MARKETING AND DISTRIBUTION CHANNEL MANAGEMENT	205
10.1	Introduction	205
10.2	Geodemographics	205
10.3	Enhancement of Geodemographics	210
10.4	Lifestyle Databases	216
10.5	Other Micro-Modelling Strategies	221
10.6	A Financial Services Channel Simulation Model	229
10.7	Conclusion	243

11 MEASURING THE BENEFITS OF SPATIAL MODELLING	245
11.1 Introduction	245
11.2 Returns on Capital	245
11.3 Operational Efficiency	248
11.4 Improved Competitiveness	250
11.5 Strategic Value	254
11.6 Applications to Market Regulation	256
11.7 Conclusion	258
12 CONCLUSION	259
BIBLIOGRAPHY	263
INDEX	277