

ANALYSES OF THE MARKET PENETRATION MERIDIAN SPA BERLIN AND HAMBURG



Source: www.meridianspa.de

Client: MeridianSpa GmbH, Hamburg
Year: 2005
Location: Berlin, Hamburg (Germany)

Brief Description:

As a basis for a new sales strategy MeridianSpa GmbH commissioned Wenzel Consulting with the examination of quantitative and qualitative Site Classifications of the existing five facilities in Berlin and Hamburg.

Tasks:

- Examination of the Market Coverage through the existing MeridianSpa Facilities (Description of the Headwaters of the Members, based on Postcodes; Calculation of the Market Coverage Quote; Characterization of the Market Potential)
- Analysis of the socio-demographic and socio economic Indicators