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## LOG IN

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To login into the BCG Planner, double click the BCG icon on the desktop.

The following screen will appear:



The screenshot shows the 'Login Version 1.0.12.0' window for 'BCG Solutions:'. It features a light blue background. On the left, there is a 'Local Server Setup' checkbox, followed by 'User ID' and 'Password' input fields. Below these is a 'Tablet' checkbox and two buttons: 'Log In' and 'Cancel'. At the bottom left, there are radio buttons for 'Web' (selected) and 'Local'. On the right side, there is a large dark blue square with the white 'BCG' logo, and below it, the text 'Bravo Consulting Group'.

You need to use the following credentials:

User: xxxxxxx

Password: \*\*\*\*\*

You must check that the option web must be selected.

Once you have entered the user id, password and have selected local, you can proceed and click the login button.

At that point the BCG application will open and you will be able to see the map and Outlets in it.

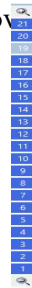
This simple menu will show you the basic operation of the BCG Planner software that you will use to collect the data for all the Outlets in your designated area.

## NAVIGATING AND ZOOMING IN /OUT ON MAP

MOVING ON THE MAP: you can move within the map when you click, hold, and move the mouse.

ZOOM IN / OUT: you can zoom in/out by:

1. Using the mouse wheel
2. Double clicking the map left click zooms in and right click zooms out.
3. Using the zoom bar on the left:



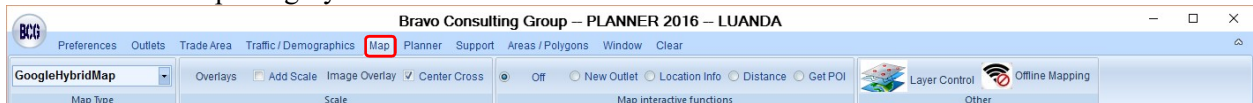
## CHANGING MAP TYPE

There are several maps available for your use for example:

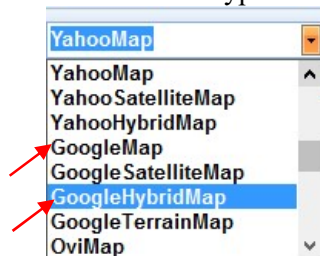
- Open Street Map
- Bing Map
- Bing Hybrid Map
- Google Map
- Google Hybrid Map

To change the system map, follow the steps below:

1. Select the Map category in the main menu.

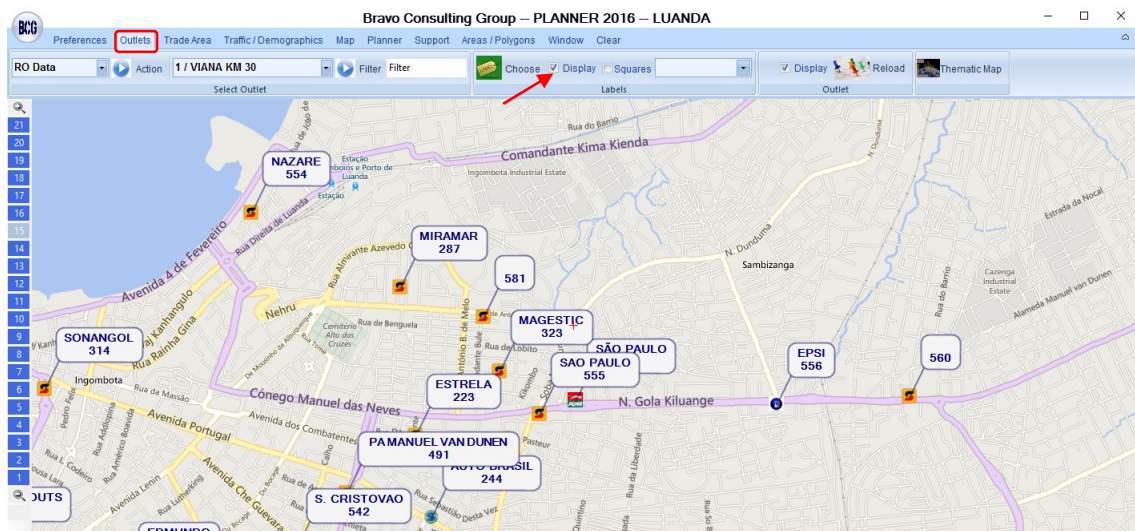


2. Select the type of map you are going to use.

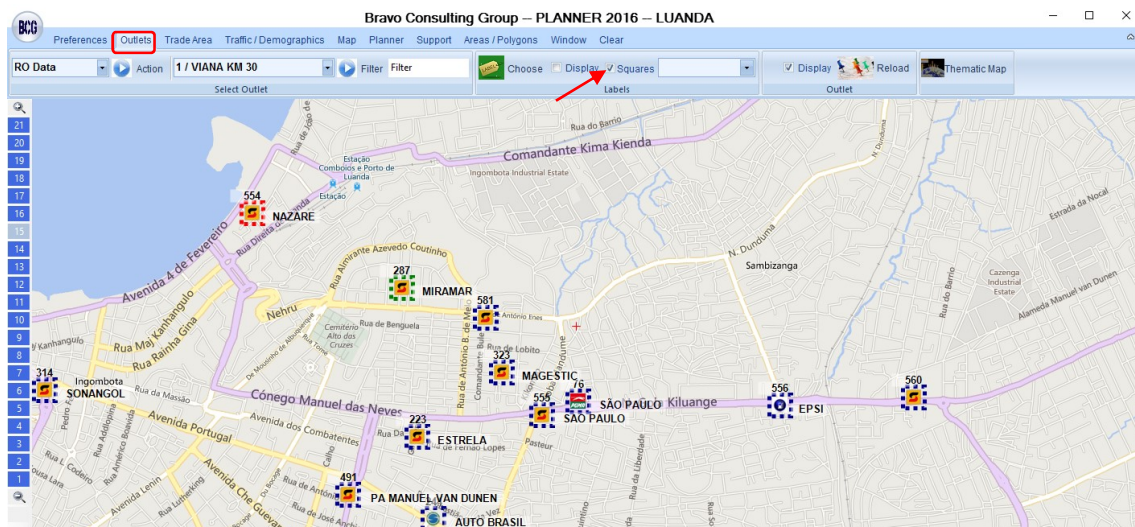


## MAP INFORMATION: LABELS, SQUARES AND DISPLAY

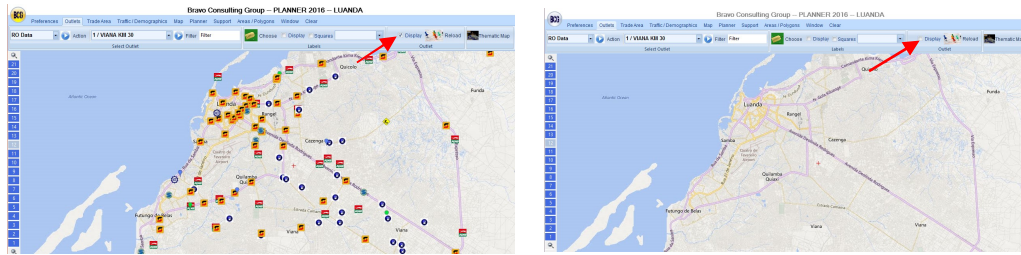
**DISPLAY LABELS:** You can choose to see all labels at the same time, which tell you the Outlet (Outlet) Id and the Outlet name by selecting the label display checkbox



**SQUARE LABELS:** You can choose to see all square labels at the same time, which tell you the Outlet (Outlet) Id and the Outlet name by selecting the square label checkbox.



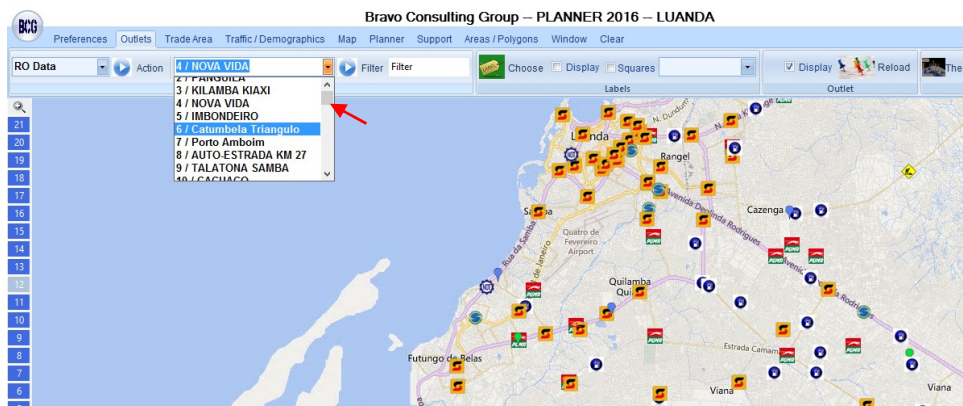
OUTLET (Outlet) DISPLAY: You can remove the Outlets logos by unselecting the Outlet display checkbox.



### SELECTING AN OUTLET

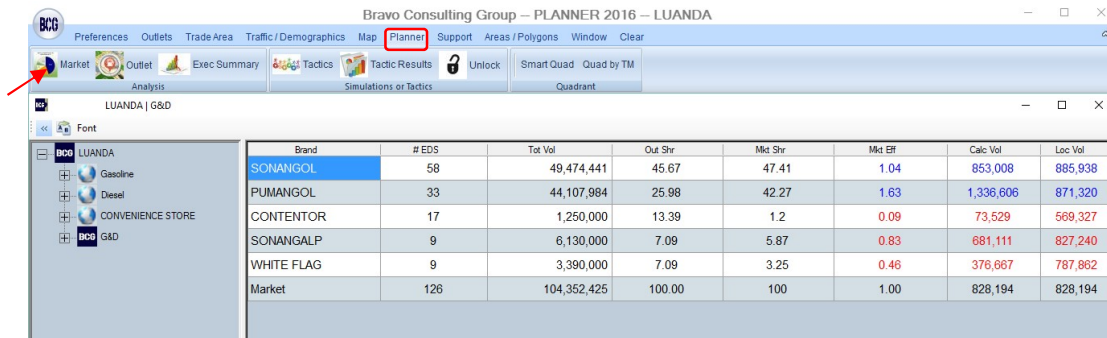
You can select or place an Outlet in the center of the map by:

1. Typing the NAME of the Outlet in the dropdown list in the Outlet menu.
2. Typing the OUTLET ID of the Outlet.
3. Searching for the Outlet in the dropdown list.



## MARKET REVIEW

To view a complete market review, select Market in the Planner Menu. You can visualize several markets such as Gas, Diesel, Convenience Store and Gas and Diesel together. You can analyze how many outlets there are by brand, their total volume, outlet share, market share, market efficiency, average volume and average location volume per outlet.



Bravo Consulting Group – PLANNER 2016 – LUANDA

Market | Outlet | Exec Summary | Tactics | Tactics Results | Unlock | Smart Quad | Quad by TM

LUANDA | G&D

Brand	# EDS	Tot Vol	Out Shr	Mkt Shr	Mkt Eff	Calc Vol	Loc Vol
SONANGOL	58	49,474,441	45.67	47.41	1.04	853,008	885,938
PUMANGOL	33	44,107,984	25.98	42.27	1.63	1,336,606	871,320
CONTENTOR	17	1,250,000	13.39	1.2	0.09	73,529	569,327
SONANGALP	9	6,130,000	7.09	5.87	0.83	681,111	827,240
WHITE FLAG	9	3,390,000	7.09	3.25	0.46	376,667	787,862
Market	126	104,352,425	100.00	100	1.00	828,194	828,194

## TRADE AREAS

Trade areas are defined as the geographic areas from which an outlet pulls most of its volume (60 to 70 percent). Trade areas are dynamic in the sense that a strong outlet will have a farther reach than a weak outlet.

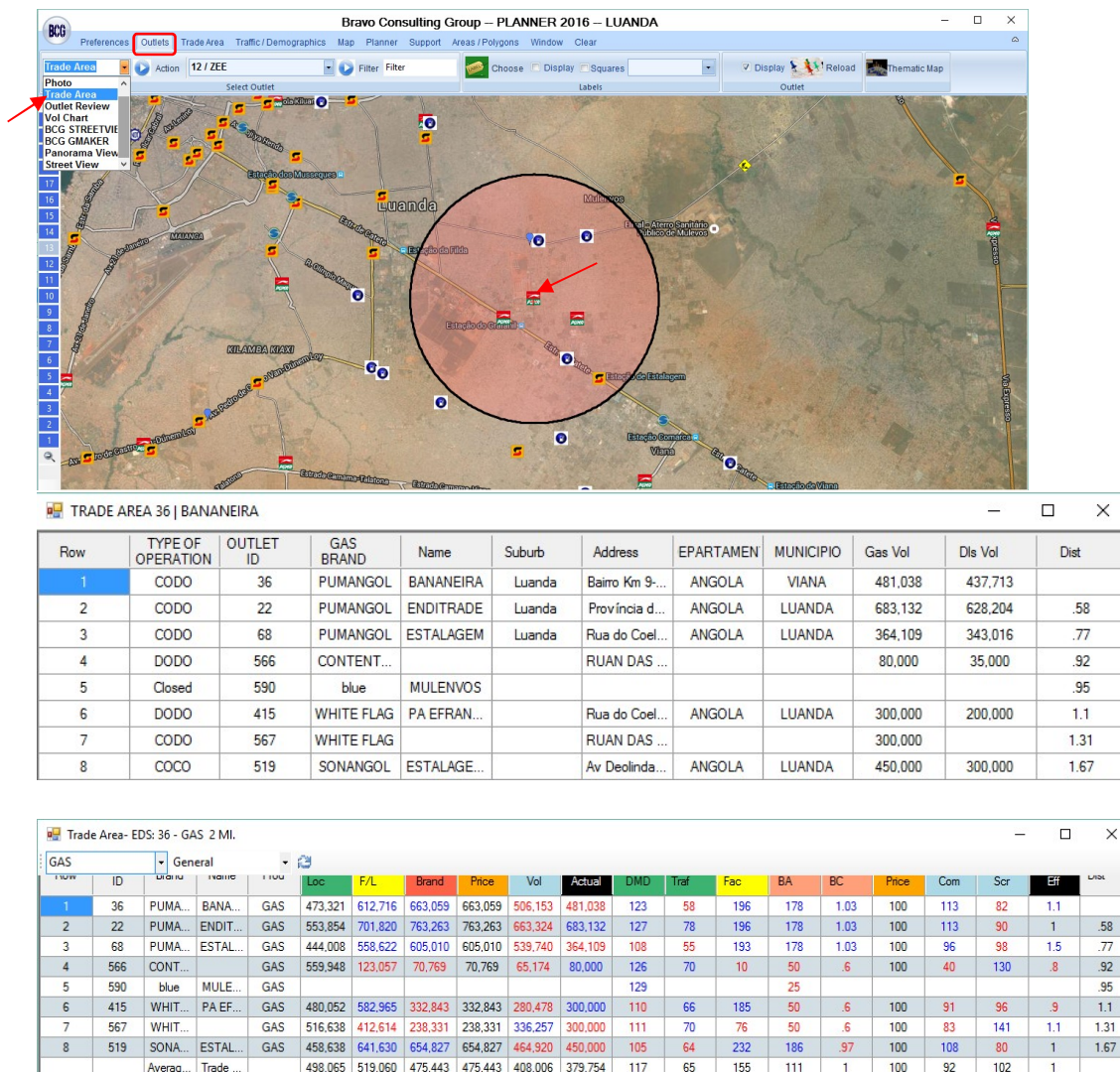
The BCG system allows you to delineate trade areas in different ways:

1. **Radial** Trade areas – specifying a trade area radius in the trade area configuration.
2. **Routing** - This method includes all outlets within a certain distance, but measuring the distance as the consumer travel through the street network.
3. **User defined trade areas** – the user can define an outlet's particular trade area. Tactics can help you identify the outlets that have the most influence on your site and therefore defining the geography of your site's immediate trade area.

The first step in creating trade area reports is to set the trade area distance and method in the trade area configuration window.

To display the trade area of an outlet, select Trade Area from the dropdown list in the outlet action menu, and then click on the site you are going to analyze. The system will display a polygon depicting the trade area you chose and you will see all the stations in the same trade area, their brand, location volume, facilities volume, brand volume, price volume, operation volume and actual real volume as well as their scores.





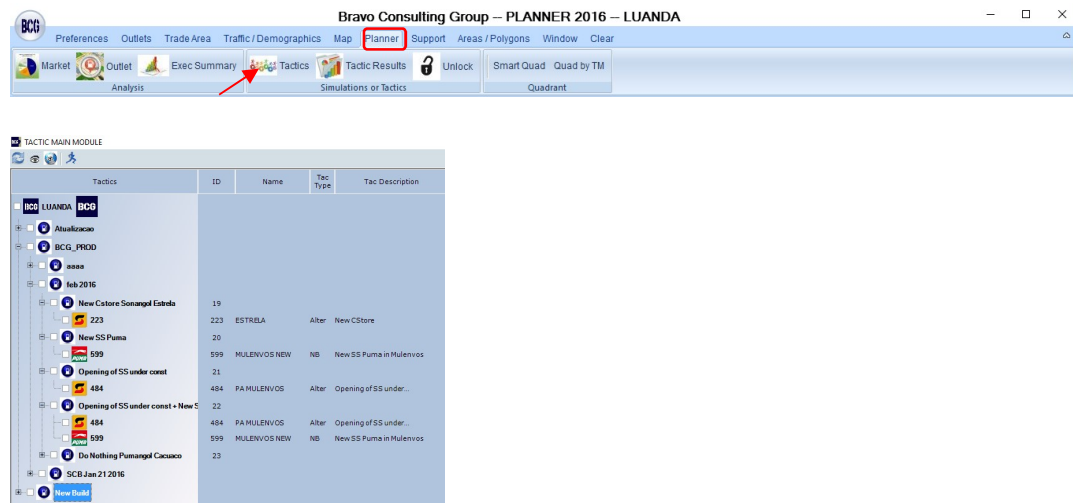
## WHAT IS A TACTIC

A tactic is a simulation used to analyze changes in the actual market. The following are examples of tactics that can be made and evaluate their results and their affectation in the outlets of the same trade area:

- A flag switch
- A new service station
- The incorporation of a new convenience store in an existing service station
- A dealer change
- Reopening of a closed site
- Closing of a service station definitely or for construction purposes.

- Changes in an existing outlet such as additional fuel dispensers, incorporation of a new product, or improvements in appearance, accessibility and visibility.

To see the existing tactics start by selecting Tactics in the Planner menu:

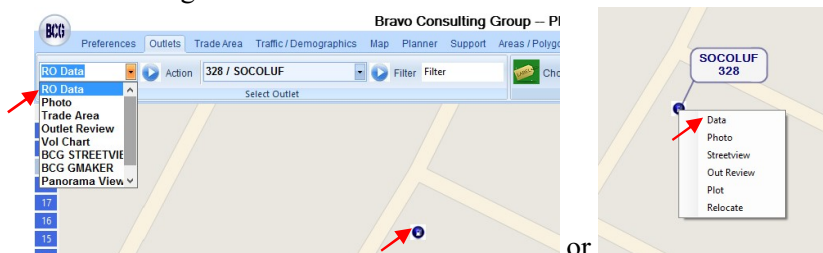


### TACTIC: EDITING AN EXISTING OUTLET

1. In the Outlet menu select or type the OUTLET ID or OUTLET NAME and select the Outlet you want to edit. The program will position the Outlet selected in the center of the map. Or You can manually locate the Outlet in the map.



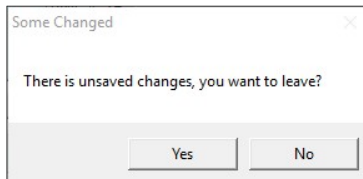
2. Select RO DATA on the Action dropdown list and then click on the Outlet logo. Or right click in the Outlet logo and select DATA.



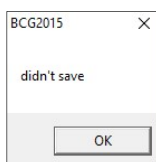




\*\* If you do not save the tactic as shown above and attempt to exit the following message will appear:



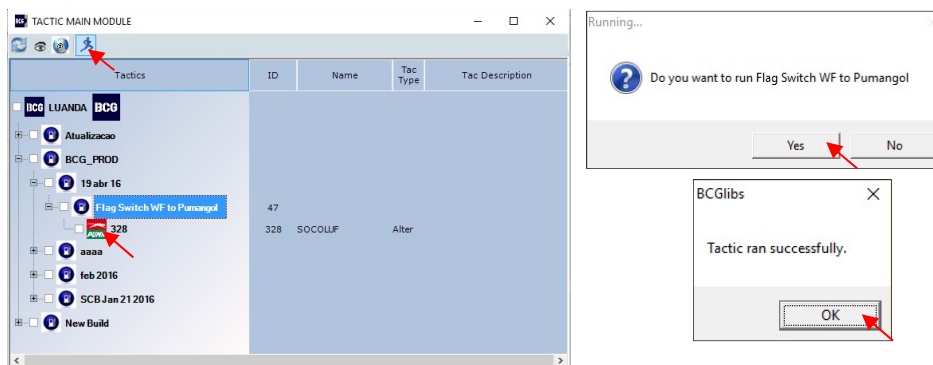
If you select Yes, the changes you made will not be saved.



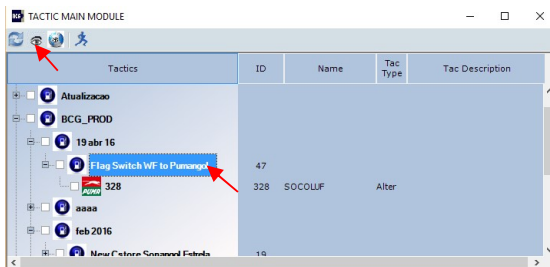
- Run the created tactic: Select Tactics in the Planner menu:



Locate and select the outlet in the tactic you just created in the folder and subfolder that you selected or created and press the RUN Button, and press Yes and wait for the message that it is finished.



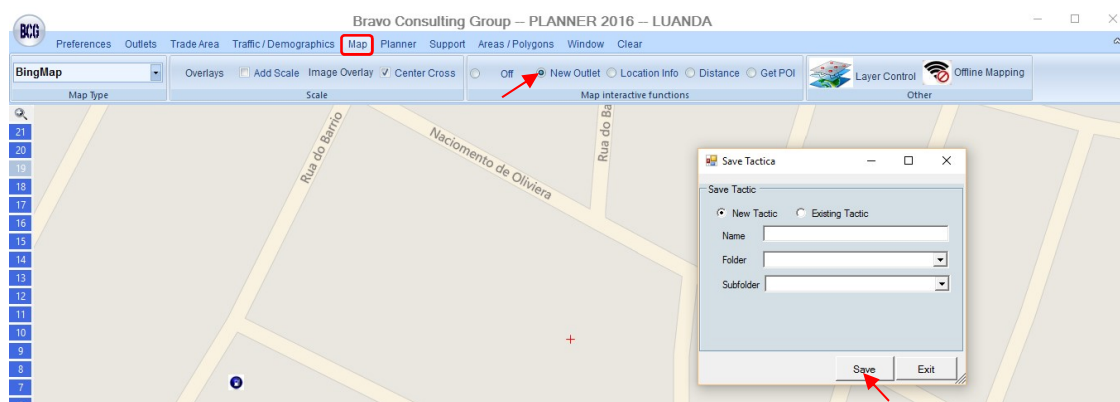
- View and analyze your results.



Tactic Results: BCG_PROD/19 abr 16/Flag Switch WF to Pumangol																						
Product		GAS		Tactic		BCG_PROD/19 abr 16/Flag Switch WF to Pumangol		Font		Vol		Var		Shares		NEB		Logo		Select		
LOGO	STORE	Name	T Oper	S	Prod	Loc Vol	Fac Vol	Brand Vol	Price Vol	Oper Vol	Calc Vol	Diff	%	Dmd Scr	Traffic Scr	Fac Scr	BA Scr	BC Scr	Price SCR	Merch Scr	Area Scr	Oper SCR
	328	SOCOLUF	D...	R	GAS	335,711	238,409	255,743	255,743	260,005	265,230	125,230	89	154	22	67	178	1.03	100	83	116	102
	328	SOCOLUF	D...	RB	CVS	335,711	238,409	135,089	135,089	137,242	140,000			154	22	67	50	0.60	100	83	116	102
	487	PALANCA	C...	B	GAS	558,270	690,325	709,633	709,633	330,107	262,204	-37,796	-13	151	60	186	186	0.97	100	108	55	90
	52	GOLF	C...	B	GAS	447,008	567,680	603,854	603,854	436,414	370,821	-34,943	-9	161	50	185	178	1.03	100	108	85	93
	488	GOLF 1	C...	B	GAS	444,260	398,151	398,670	398,670	366,206	370,353	-19,647	-5	172	50	103	186	0.97	100	98	107	106
	243	NEVES BENDINHA	C...	B	GAS	475,800	562,560	561,305	561,305	490,471	487,698	-12,302	-2	181	61	167	186	0.97	100	94	106	102
	292	BAIRRO POPULAR	C...	B	GAS	243,822	176,433	172,531	172,531	142,474	123,202	-6,798	-5	178	10	74	95	1.01	100	83	103	91
	582		D...	B	GAS	503,839	228,553	130,869	130,869	206,870	173,859	-6,141	-3	154	55	28	50	0.60	100	79	160	85
	246	SONANGOL	C...	B	GAS	610,956	560,841	554,706	554,706	508,817	536,991	-3,009	-1	193	123	108	186	0.97	100	93	114	106
	242	ATLETICO	C...	B	GAS	605,014	704,862	704,838	704,838	716,960	648,055	-1,945	0	192	101	165	186	0.97	100	108	113	90
	316	OASIS	C...	B	GAS	587,331	764,758	744,028	744,028	701,840	599,280	-720	0	183	101	197	85	1.01	100	113	105	85
	504	EUCALPTO	C...	B	GAS	543,330	689,374	691,012	691,012	668,042	599,328	-672	0	184	75	188	186	0.97	100	98	110	90
	22	ENDITRADE	C...	B	GAS	553,854	701,820	763,216	763,216	663,284	682,757	-375	0	127	78	196	178	1.03	100	113	90	103
	583		D...	B	GAS	473,414	113,601	64,881	64,881	42,545	69,744	-256	0	137	55	10	50	0.60	100	40	103	164
	87	GOLF 2	C...	B	GAS	660,027	665,056	681,626	681,626	531,907	549,792	-208	0	142	103	125	186	0.97	100	106	83	103
	531	PRIMEIRO DE MAIO	C...	B	GAS	485,022	627,990	617,899	617,899	723,535	649,890	-110	0	221	67	188	186	0.97	100	108	133	90
	485		C...	B	GAS	659,068	611,860	621,298	621,298	445,676	449,920	-80	0	159	110	104	186	0.97	100	101	82	101
	542	S. CRISTOVAO	C...	B	GAS	736,884	703,433	691,609	691,609	815,518	759,938	-62	0	222	193	112	186	0.97	100	106	135	93
	244	AUTO BRASIL	C...	B	GAS	589,146	515,255	494,296	494,296	523,570	499,956	-44	0	207	114	97	85	1.01	100	79	137	95
	101	QUINTALAO	C...	B	GAS	500,142	639,226	654,412	654,412	558,033	549,970	-30	0	117	59	216	186	0.97	100	103	90	98
	491	PA MANUEL VAN DU...	C...	B	GAS	564,768	492,968	484,356	484,356	568,158	539,971	-29	0	215	103	96	186	0.97	100	98	138	95
	293	RADIO NACIONAL	C...	B	GAS	522,525	620,398	615,758	615,758	681,308	599,981	-19	0	218	70	163	186	0.97	100	106	124	88
	526	QUIMBANGO	C...	B	GAS	337,132	455,396	463,511	463,511	441,399	399,986	-14	0	116	30	199	186	0.97	100	96	105	90
	18	HOSPITAL GERAL	C...	B	GAS	570,378	649,757	710,607	710,607	686,722	680,250	-11	0	117	74	157	178	1.03	100	96	98	99
	250	ALVALADE	C...	B	GAS	558,115	494,740	468,787	468,787	503,814	449,990	-10	0	220	83	96	85	1.01	100	98	125	89
	251	EDMUNDO	C...	B	GAS	523,746	246,811	244,440	244,440	249,985	249,997	-3	0	213	74	34	186	0.97	100	79	130	100
	415	PA EFRANGOL	D...	B	GAS	480,052	582,965	332,832	332,832	280,470	299,998	-2	0	110	66	185	50	0.60	100	91	96	107
	24	SA AVENIDA	C...	B	GAS	373,716	559,138	595,079	595,079	561,909	431,075	-1	0	140	37	215	178	1.03	100	114	100	76
	552	AEROPORTO	C...	B	GAS	661,176	672,329	677,955	677,955	732,507	699,999	-1	0	181	110	128	186	0.97	100	106	114	95

## TACTIC: CREATING A NEW OUTLET

1. Select New Outlet in the Map category in the main menu, position the cursor exactly where you want to locate the new site and press right click, the save tactic window will appear, type the name of your new outlet and select or create the folder where you want to save it. And press save. (To undo the New Outlet command select Off)



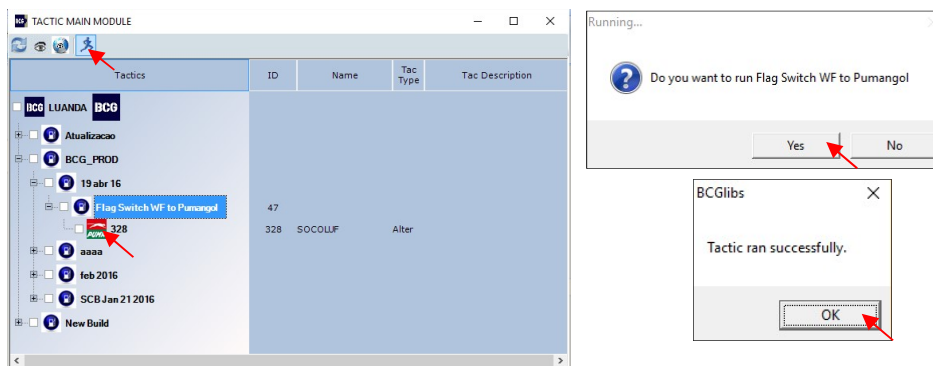


- The data entry form will appear, just make sure to select in the dropdown list NEW BUILD, enter the data of your new build outlet tactic and press save.

- Run the created tactic: Select Tactics in the Planner menu:

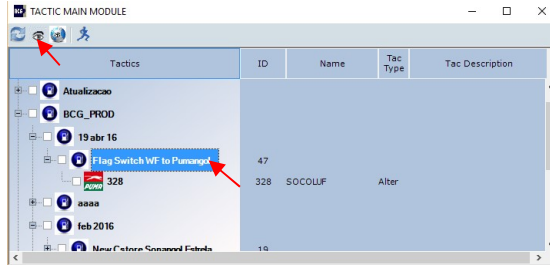


Locate and select the outlet in the tactic you just created in the folder and subfolder that you selected or created and press the RUN Button, and press Yes and wait for the message that it is finished.





#### 4. View and analyze your results.



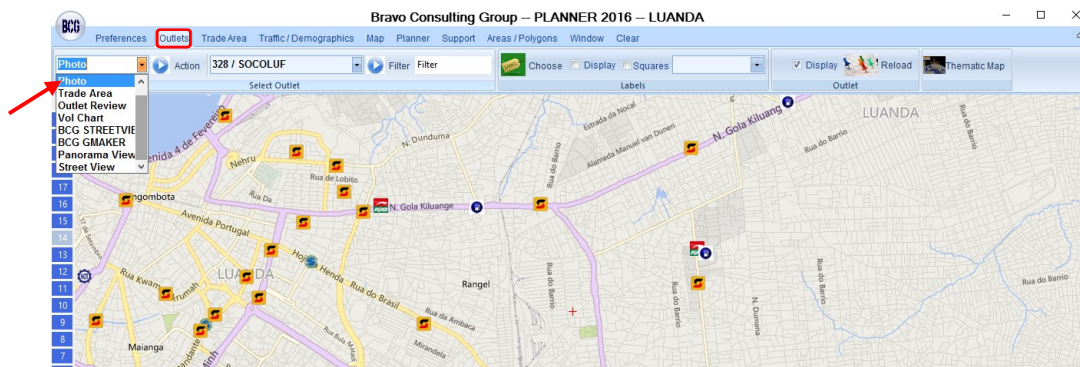
Tactic Results: BCG\_PROD/19 abr 16/Flag Switch WF to Pumangol

Logo	STORE	Name	T Oper	S	Prod	Loc Vol	Fac Vol	Brand Vol	Price Vol	Oper Vol	Calc Vol	Diff	%	Dmd Scr	Traffic Scr	Fac Scr	BA Scr	BC Scr	Price SCR	Merch Scr	Area Scr	Oper SCR
	328	SOCOLUF	D...	R	GAS	335,711	238,409	255,743	255,743	260,005	265,230	125,230	89	154	22	67	178	1.03	100	83	116	102
	328	SOCOLUF	RB	CVS	GAS	335,711	238,409	135,089	135,089	137,242	140,000			154	22	67	50	0.60	100	83	116	102
	487	PALANCA	C...	B	GAS	558,270	690,325	709,633	709,633	330,107	262,204	-37,796	-13	151	60	186	186	0.97	100	108	55	90
	52	GOLF	C...	B	GAS	447,008	567,680	603,854	603,854	436,414	370,821	-34,943	-9	161	50	185	178	1.03	100	108	85	93
	488	GOLF 1	C...	B	GAS	444,260	398,151	398,670	398,670	366,206	370,353	-19,647	-5	172	50	103	186	0.97	100	98	107	106
	243	NEVES BENDINHA	C...	B	GAS	475,800	562,560	561,305	561,305	490,471	487,698	-12,302	-2	181	61	167	186	0.97	100	94	106	102
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	582		D...	B	GAS	503,839	228,553	130,869	130,869	206,870	173,859	-6,141	-3	154	55	28	50	0.60	100	79	160	86
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	316	OASIS	C...	B	GAS	587,331	764,758	744,028	744,028	701,840	599,280	-720	0	183	101	197	85	1.01	100	113	105	85
	504	EUCALIPTO	C...	B	GAS	543,330	689,374	691,012	691,012	668,042	599,328	-672	0	184	75	188	186	0.97	100	98	110	90
	22	ENDITRADE	C...	B	GAS	553,854	701,820	763,216	763,216	663,284	682,757	-375	0	127	78	196	178	1.03	100	113	90	103
	583		D...	B	GAS	473,414	113,601	64,881	64,881	42,545	69,744	-256	0	137	55	10	50	0.60	100	40	103	164
	87	GOLF 2	C...	B	GAS	660,027	665,056	681,626	681,626	531,907	549,792	-208	0	142	103	125	186	0.97	100	106	83	103
	531	PRIMEIRO DE MAIO	C...	B	GAS	485,022	627,990	617,899	617,899	723,535	649,890	-110	0	221	67	188	186	0.97	100	108	133	90
	485		C...	B	GAS	659,068	611,860	621,298	621,298	445,676	449,920	-80	0	159	110	104	186	0.97	100	101	82	101
	542	S. CRISTOVAO	C...	B	GAS	736,884	703,433	691,609	691,609	815,518	759,938	-62	0	222	193	112	186	0.97	100	106	135	93
	244	AUTO BRASIL	C...	B	GAS	589,146	515,255	494,296	494,296	523,570	499,956	-44	0	207	114	97	85	1.01	100	79	137	95
	101	QUINTALAO	C...	B	GAS	500,142	639,226	654,412	654,412	558,033	549,970	-30	0	117	59	216	186	0.97	100	103	90	98
	491	PA MANUEL VAN DU...	C...	B	GAS	564,768	492,968	484,356	484,356	568,158	539,971	-29	0	215	103	96	186	0.97	100	98	138	95
	293	RADIO NACIONAL	C...	B	GAS	522,525	620,398	615,758	615,758	681,308	599,981	-19	0	218	70	163	186	0.97	100	106	124	88
	526	QUIMBANGO	C...	B	GAS	337,132	455,396	463,511	463,511	441,399	399,986	-14	0	116	30	199	186	0.97	100	96	105	90
	18	HOSPITAL GERAL	C...	B	GAS	570,378	649,757	710,607	710,607	686,722	680,250	-11	0	117	74	157	178	1.03	100	96	98	99
	250	ALVALADE	C...	B	GAS	558,115	484,740	468,787	468,787	503,814	449,990	-10	0	220	83	96	85	1.01	100	98	125	89
	251	EDMUNDO	C...	B	GAS	523,746	246,811	244,440	244,440	249,985	249,997	-3	0	213	74	34	186	0.97	100	79	130	100
	415	PA EFRANGOL	D...	B	GAS	480,052	582,965	332,832	332,832	280,470	299,998	-2	0	110	66	185	50	0.60	100	91	96	107
	24	5A AVENIDA	C...	B	GAS	373,716	555,138	595,079	595,079	561,909	431,075	-1	0	140	37	215	178	1.03	100	114	100	76
	552	AEROPORTO	C...	B	GAS	661,176	672,329	677,955	677,955	732,507	699,999	-1	0	181	110	128	186	0.97	100	106	114	95

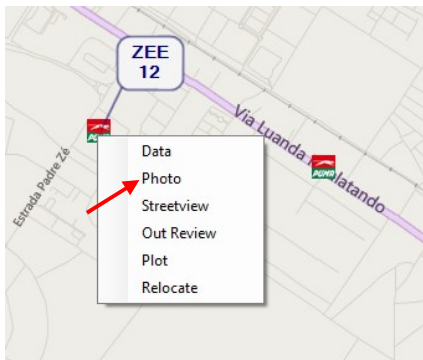
## VIEWING A PHOTO

There are two ways to view a photo:

1. Select from the dropdown list in the Outlets category the “Photo” option and then click the logo of the outlet that you want to see.



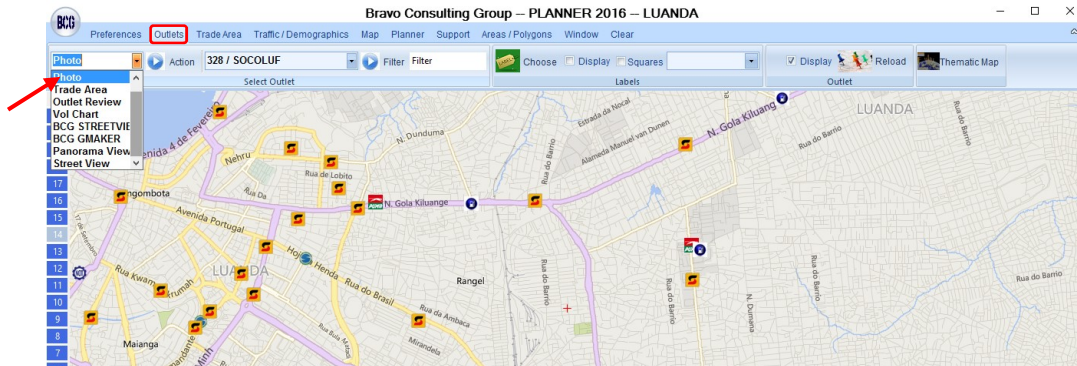
2. Use the right click and select “Photo” in the OUTLET that you want to see the picture.



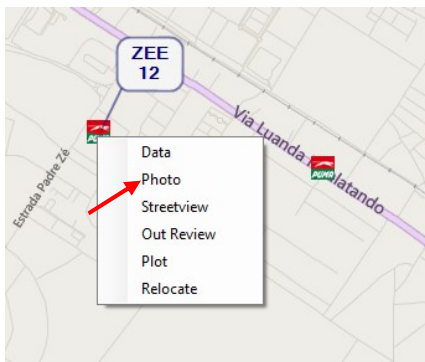
## UPLOADING A PHOTO

Start by saving the file as follows: BCG Id Letter.jpg (ex: 52455B.jpg Use letter A for the first Picture, B for the second and so on)

1. Select from the dropdown list in the Outlets category the “Photo” option, or right click and select “Photo” in the OUTLET that you want to upload the picture.



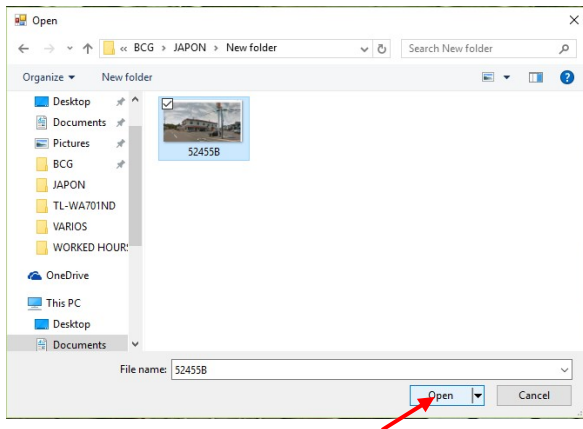
Or use right click:



2. Press the Open File button

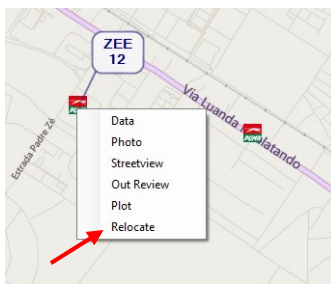


### 3. Open the file to be uploaded

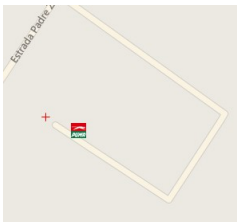


## RELOCATING AN EXISTING OUTLET

### 1. Right click on the OUTLET to be relocated and select “Relocate”



### 2. Right Click on the exact place to relocate the OUTLET.



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## EVALUATIONS RATINGS

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### **Accessibility Rating:**

The accessibility rating measures the ease of entry and exit primarily for motorists on the Outlet side of all accessible streets. The assumption is that consumers want to continue to travel in the direction they were originally going to when they pulled off the street into the Outlet's driveway.

This evaluation is measured driving on the main street of the Outlet in the lanes that access the Outlet.

**Poor:** In this category we include Outlets that have no access to the Outlet and Outlets that have the worst access in the market. Typically in this category we include approximately 5% of the Outlets.

Most Outlets with poor accessibility have:

1. Small front – less than 15 meters
2. Only one entrance
3. Impossible to turn in lot. Typically cars have to back out of the Outlet
4. Difficult to get back to the main street traffic

**Below Average:** is given to Outlets that have accessibilities that can be less favorable than the majority of the Outlets.

Most Outlets with poor accessibility have:

1. More than two Outlet-side traffic lanes making it difficult to cross the traffic flow to access a Outlet.
2. High traffic counts on Primary Street (over 20,000 cars per day).
3. Outlet that have impediments, like bad pavement on upward or downward slope in the entrance.

**Average:** Most Outlets have average accessibility or reasonable ease of entry/exit for motorists on the Outlet side of the street.

Most Outlets with average access have:

1. Two traffic lanes on the Outlet side of the primary street.
2. Average traffic counts (between 10,000 and 20,000 cars per day) and speed (70 kilometers per hour) on the primary street.
3. Two curb cuts or a continuous driveway on the primary street.
4. Average front size higher than 20 meters.

**Above Average:** Above average access is unusual, but it exist when a Outlet has a clear advantage over competitor Outlets. A combination of the factors below could increase accessibility relative to competition.

1. One Outlet-side traffic lane
2. Long gradual access to Outlet.



3. Low traffic counts.
4. Two curb cuts or a continuous driveway entrance on all streets.
5. Large lot size

**Superior:** In this category we include Outlets that have the best possible access in the market.

Most Outlets with average access have:

1. One Outlet-side traffic lane
2. Long gradual access to Outlet.
3. Low traffic counts.
4. Two curb cuts or a continuous driveway entrance on all streets.
5. Very large lot size
6. Ability to comfortably make a turn in the parking lot.

**NOTE:** *Heavy traffic is a serious impediment to accessibility. The following are negative factors for accessibility:*

3. Traffic interference, such as dedicated right-turn lanes.
4. Sharp triangular shaped lots.
5. High-speed traffic.
1. Poorly positioned traffic control signals leading to congestion.
2. Forced exit layout where access to the Outlet is limited to one street and exit to another.
8. Temporary disturbances, such as road construction, cars parked on site, etc.

### **Visibility Rating:**

The visibility rating measures the distance from which consumers can first recognize the presence of the Outlet while driving on the primary street. Keep in mind a bell curve type distribution of this rating is desired. Although most Outlets have average visibility, obstructions such as buildings or trees may justify a lower rating. A Outlet that lacks a brand sign should be given a below average rating.

The most important factor on visibility is how far ahead can you see the Outlet while driving on the main street.

Factors that may affect visibility:

1. How far can you see the Outlet signage
2. How far can you see the actual Outlet
3. Are there trees impeding the vision of the Outlet

## Building Appearance Rating:

*Appearance:* This item rates the condition of the image of the Outlet. The items that influence this score are:

- Physical appearance of the building
- How old the Outlet is. Older Outlets the worse the look, if they have not been renovated
- Condition of the parking space paint
- Condition of the pavement
- The area where the Outlet is located can also influence the Outlet appearance.

When rating a Outlet's appearance, compare it to facilities across the entire market; that is, compare service stations to service stations, pumpers to pumpers, etc. Recommended ratings:

Rating	Description
<b><u>Poor:</u></b>	These are Outlets that have outdated facilities that are poorly maintained.
<b><u>Below Average</u></b>	A modern facility design that is no longer being used by the brand for new Outlets, or a recent rehab
<b><u>Average</u></b>	Most of the Outlets (60%) fall under this category
<b><u>Above Average</u></b>	Outlets that look better than the average. They typically are relatively new Outlets that are very well maintained.
<b><u>Superior</u></b>	Newly constructed Outlets with very nice looks.

**NOTE:** A Outlet must have the company's newest image to qualify for an appearance rating of 5.