



King Fahd University of Petroleum and Minerals

College of Environmental Design

Architectural Engineering Department

ARC 514 Introduction to Geographic Information Systems

GIS Solutions for Business Planning

Done & Presented By :
Saleh Ahmed



جامعة الملك فهد للبترول والمعادن
King Fahd University of Petroleum & Minerals





Outline

Introduction

Statement of the problem

Research Objectives

GIS project requirements

**The Role of GIS in Business
Planning**

Case Study



جامعة الملك فهد للبترول والمعادن
King Fahd University of Petroleum & Minerals





Introduction



Goals of any Businesses Managers

- To improve his organization in all sectors .
- Development the productivity.

Implement GIS

- To achieve these goals in a rapidly changing world.
- They have to use the new technology and make it to interact during doing their tasks.





Statement of the problem



Time

- Save & control time will improve the productivity .

Money

- very important in the business organization

Competition

- Increases the competition between the organization.

Huge growth

- Require more arrangement in term of facility and employees.



Research Objectives

The main objectives of this study are:

To provide the main requirements for GIS project.



To provide The role of GIS in Business Planning

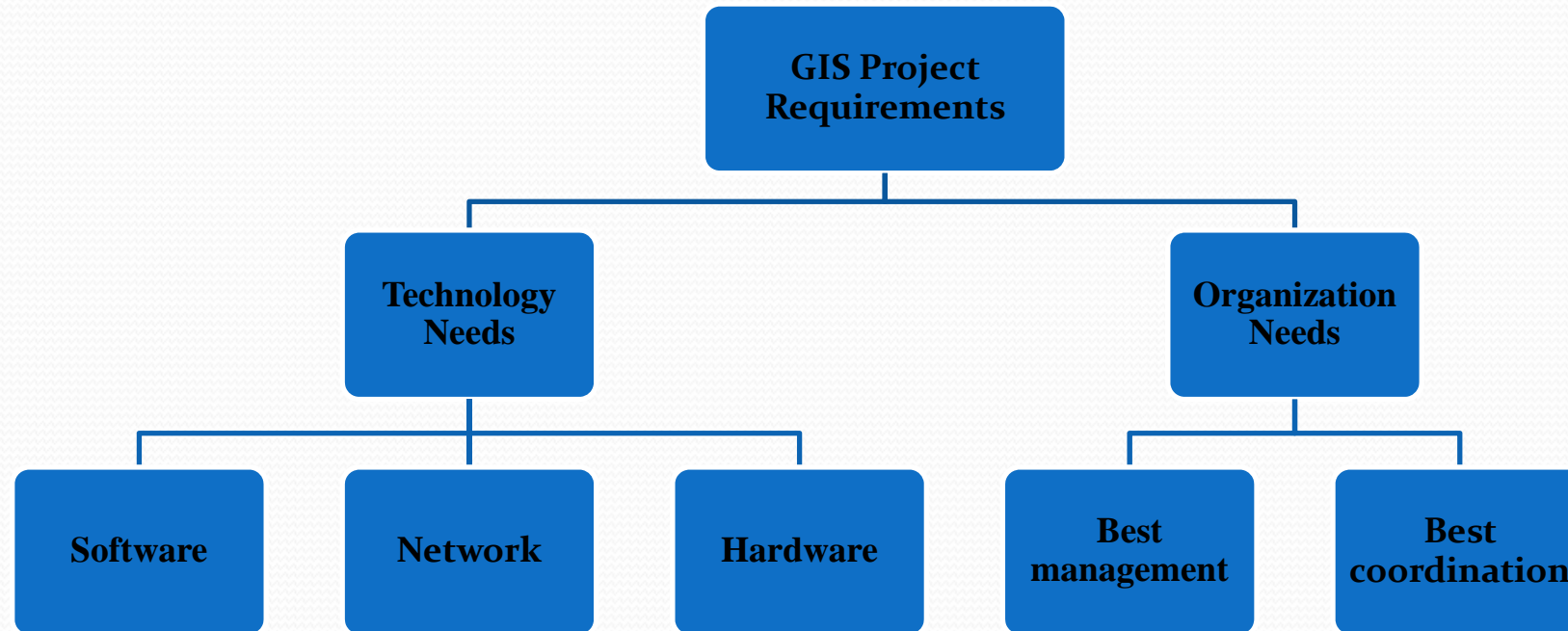


Explain the benefits of using GIS in Business Planning





GIS project requirements





Reasons for a site search





The Role of GIS in Business Plannin



Identifying appropriate site

- Fit the site physical requirements such as transportation service.
- Public Transportation
- Access to the site

Identifying Markets

- Identification of a target market or "customer mapping."
- Find the highest concentration of the best potential customers.





The Role of GIS in Business Plannin



Determining if a Service is Needed

- Locate where a service is needed to get the best possible sales numbers.
- Easily identified to see if an area needs a business or service.

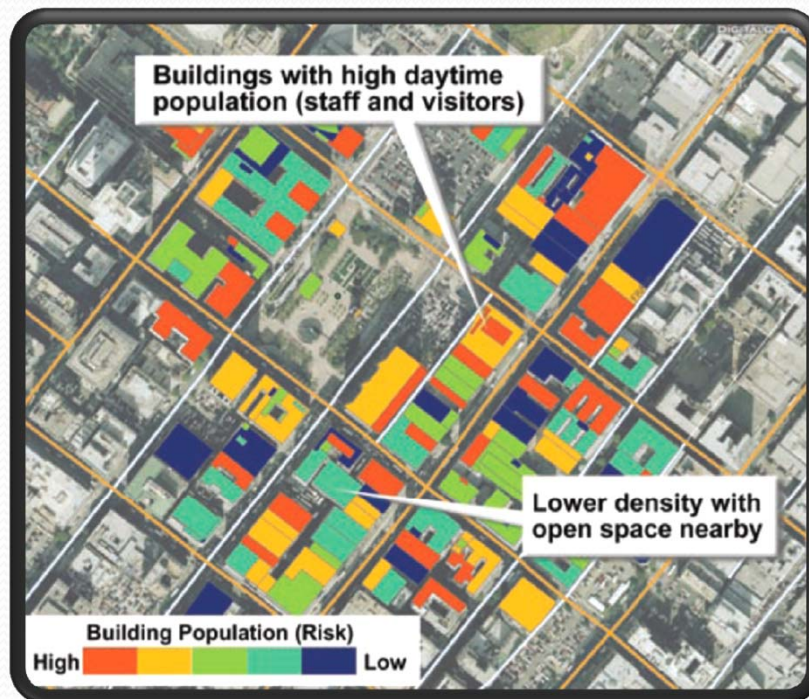
Identifying Other Services in the Same Area

- location of two types of service in the same area.
- Often one can drive another out by taking its customers and/or users





The Role of GIS in Business Planning



Identify Zones of population



Identify Zones of business area



The Role of GIS in Business Plannin



Analyzing Sales

- Analyze the geographic patterns in their sales.
- See certain areas where people buy various products

Marketing Plans

- Development a plan to expand
- the business into a new area market .





The Role of GIS in Business Plannin



Stay connected

- Many branches or chains which are located in different places.
- Provide many solutions such as change the location.

Relocate Operations

- Control relocate employees from a day-to-day operations .
- determine a temporary operations site .



The benefit of implement GIS in business organization



جامعة الملك فهد للبترول والمعادن
King Fahd University of Petroleum & Minerals

The benefits of implement GIS
in business organization

Save time &
money

Easy control of
employees

Improve
productivity

Costumer
satisfaction





Apex Office Supply Delivers (Case Study)

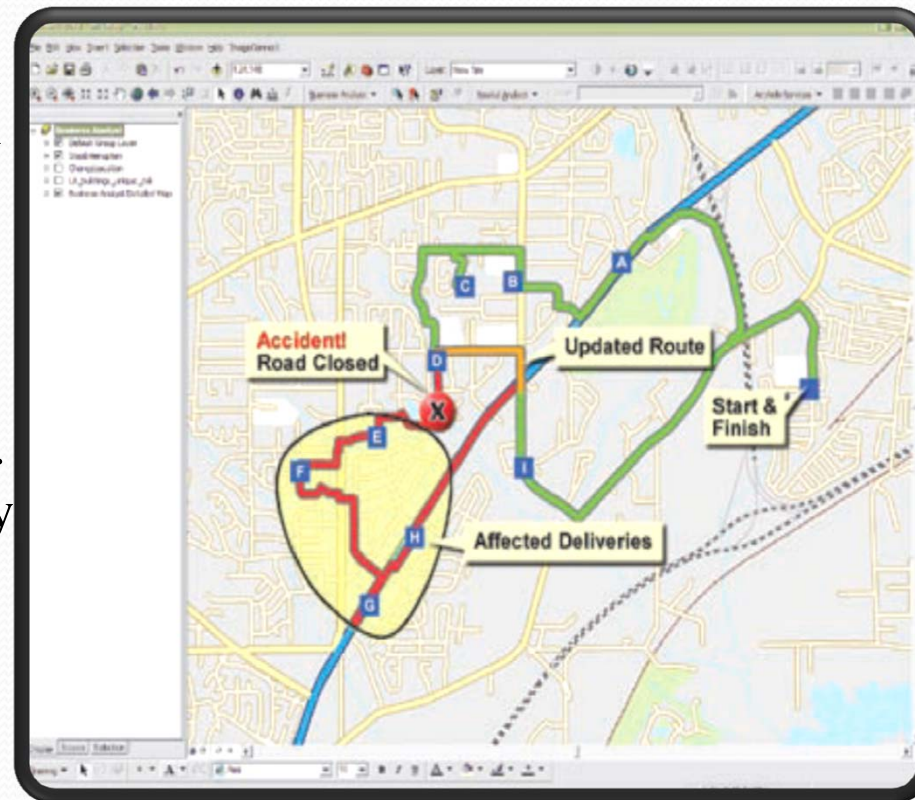
Description of the company :

- ❑ Apex Office Supply is a small office supply company based in Vinton, Iowa.
- ❑ It has a population of approximately 300,000.
- ❑ It services and products to 1,500 active customers .
- ❑ It has a delivery radius (take goods, letters, packages etc to a particular place or person)of approximately 45 miles.
- ❑ The company runs five routes and makes approximately 200 deliveries a day.



Apex Office Supply Delivers (Case Study)

- ❑ Delivery is more efficient
- ❑ It relies on GIS software to run its business which creates routes from start point to finish point.
- ❑ Use GIS across the enterprise for analysis, and decision support.
- ❑ By using GIS , they can identify Which road closed .
- ❑ By relying on its GIS, They were able to respond quickly to customer demands and got high level of their satisfaction.



Creates right routes for Office Supply Delivers

Q & A

Thank You