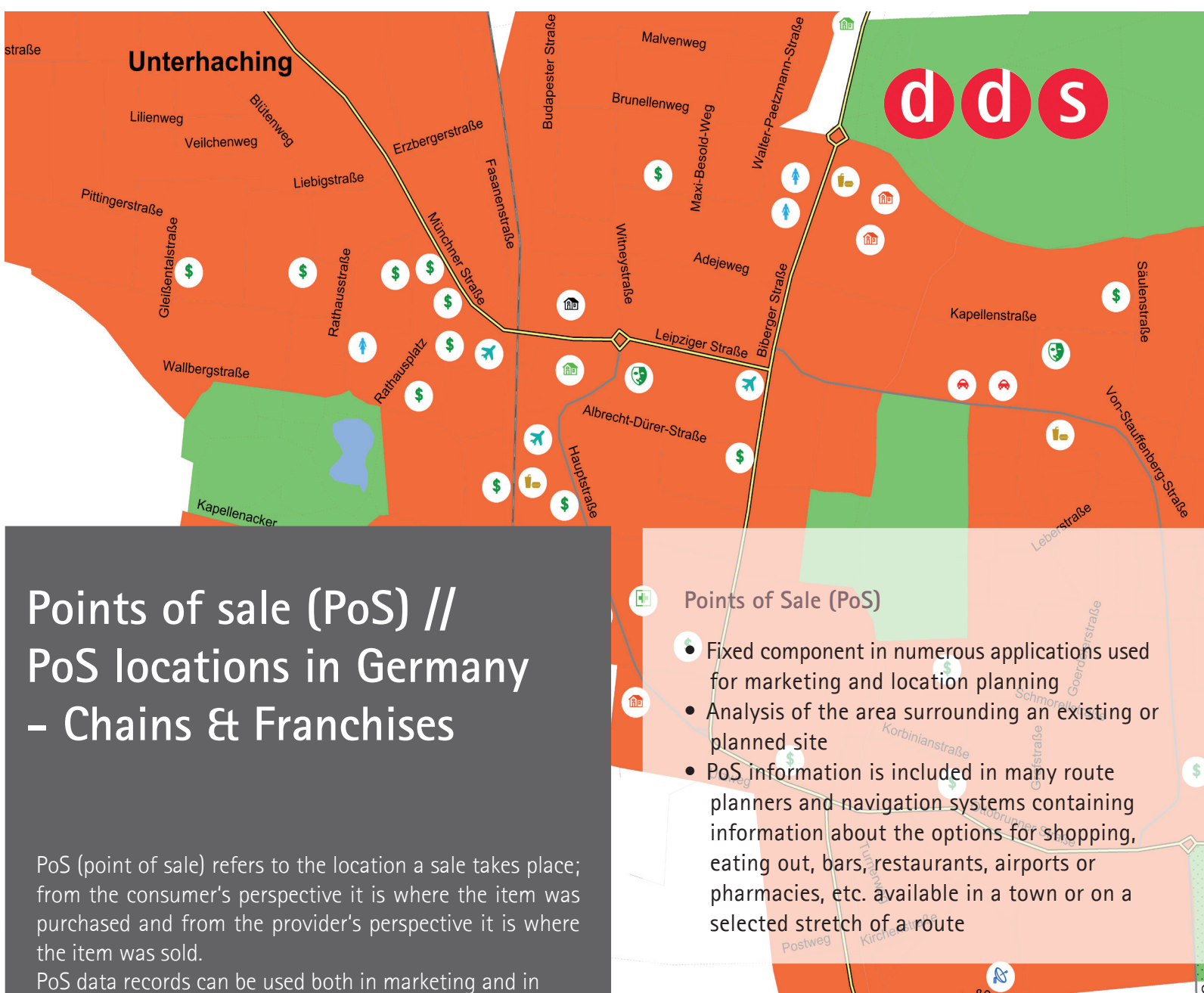


## Unterhaching



# Points of sale (PoS) // PoS locations in Germany – Chains & Franchises

PoS (point of sale) refers to the location a sale takes place; from the consumer's perspective it is where the item was purchased and from the provider's perspective it is where the item was sold.

PoS data records can be used both in marketing and in location planning applications.

### Points of Sale (PoS)

- Fixed component in numerous applications used for marketing and location planning
- Analysis of the area surrounding an existing or planned site
- PoS information is included in many route planners and navigation systems containing information about the options for shopping, eating out, bars, restaurants, airports or pharmacies, etc. available in a town or on a selected stretch of a route

### PoS // Categories

- Stores selling DIY & leisure products
- Consumer goods & everyday items
- Chemists, personal care and cosmetics
- Furniture
- Electronics & communication
- Financial & insurance services
- Food outlets
- Healthcare
- Motor vehicles
- Clothing
- Food
- Discount food retailers
- Travel
- Sports and leisure
- Petrol stations

### PoS // Location database

- About 500 companies with almost 350,000 different PoS locations in 15 POS categories
- Standard delivery package includes information about companies/brands and addresses
- Optional extras: geographical coordinates and, in some cases, opening hours for companies/brands, communication data and individual features
- Update interval: quarterly is possible, usually annually
- Available formats: CSV, XLS/X or customised
- Availability: Germany and other countries on request