



Case Study

Organization

Great Harvest Bread Company

Location

United States

Industry

Retail

Keeping a Successful Franchise Growing

Great Harvest Bread Company, headquartered in Dillon, Montana, is known for its whole-grain breads and baked goods. More than 220 bakeries in 43 states are run by franchisees dedicated to the company's mission of providing delicious and nutrient-rich food products to local communities.

What did they do?

To ensure their franchisers are both happy and successful, Great Harvest staff take special care to find locations with viable territories that support long-term business success. A combination of Esri® Location Analytics, including Esri Business Analyst™ software and Tapestry™ Segmentation data, allows the company and franchisees to quickly perform detailed market analysis that identifies market gaps and profitable potential locations to open new bakeries. Profiling and ranking customers and franchise territories allow Great Harvest staff to better understand their existing customers' behaviors to serve them better. Using cloud-based software subscriptions to ArcGIS™ Online and Business Analyst Online™ enables staff to quickly analyze prospective locations anywhere and supplement desktop analyses with the most current data. This information is then shared throughout the organization using intuitive story maps and visualizations.

Do I need this?

Esri Location Analytics enables franchisers to understand how and where they can grow their businesses and help franchisees thrive. Whether large or small, understanding and analyzing location-based data allows companies to build enduring, profitable relationships with their franchisees and customers.

For more information, visit esri.com/business.

"The timeliness of the information we gather is of great help. We can now very easily pull data together, perform the analysis we need, prepare a visual story map, and share that with decision makers in minutes. This lets us focus on the process of making the business successful rather than compiling and managing data."

Mike Ferretti
Great Harvest



Understanding our world.

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