

Market Selection Tool

Gaining Access

To access the Market Selection Tool, open <https://www.marketselection.net/> in your web browser. The supported browsers are: IE (9+), Firefox (30+), Chrome (30+), Safari (7+) and Opera (20+).

To log in to the Market Selection Tool, use your company password given to you by your research consultant. This password can be found in the email sent to you by your research consultant.

Please note that your company password is case sensitive.

Loading an Analysis

Once logged in, you can select an existing analysis and load it.

Any analyses that are suffixed with '(Read Only)' are those that have been published by your research consultant.

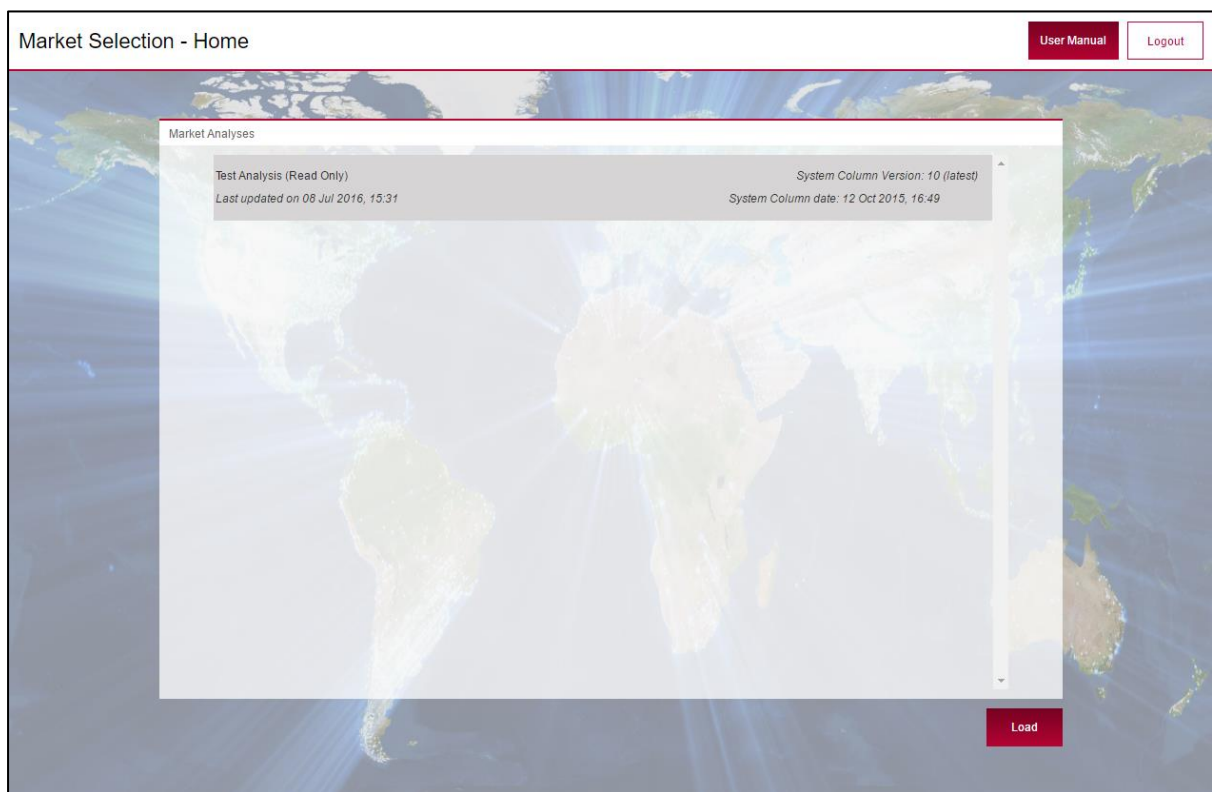


Figure 1 - Load Market Analysis

Market Selection Tool

Analysis Details



Figure 2 - Input Market Analysis Details

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Market Selection Tool

1. Country Selector

The country selector (Figure 3) allows you to select any number of countries to populate the grid. The 'Clear All' button can be used to deselect all countries.

The groups in the left-hand panel are quick ways of selecting a list of pre-defined countries.

If the country you require is not present, you can add it using the 'Add Country' option.

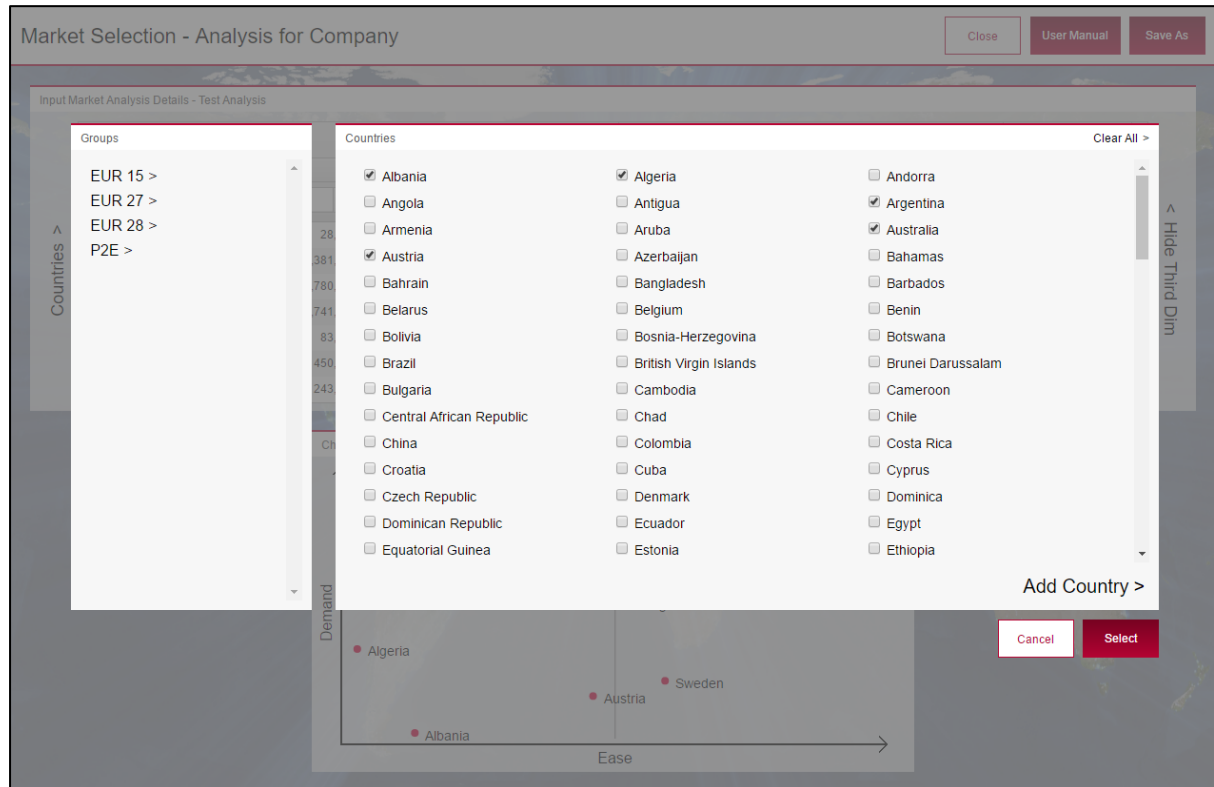


Figure 3 - Country Selector

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2. Demand and Ease Selector

The demand and ease selectors (Figure 4) allow up to three items to be selected.

Hovering over an item in the list will display its details and country data in the right-hand panel.

If the demand or ease item is not present in the list, you can add a new item using either the 'Add Demand' or 'Add Ease' options.

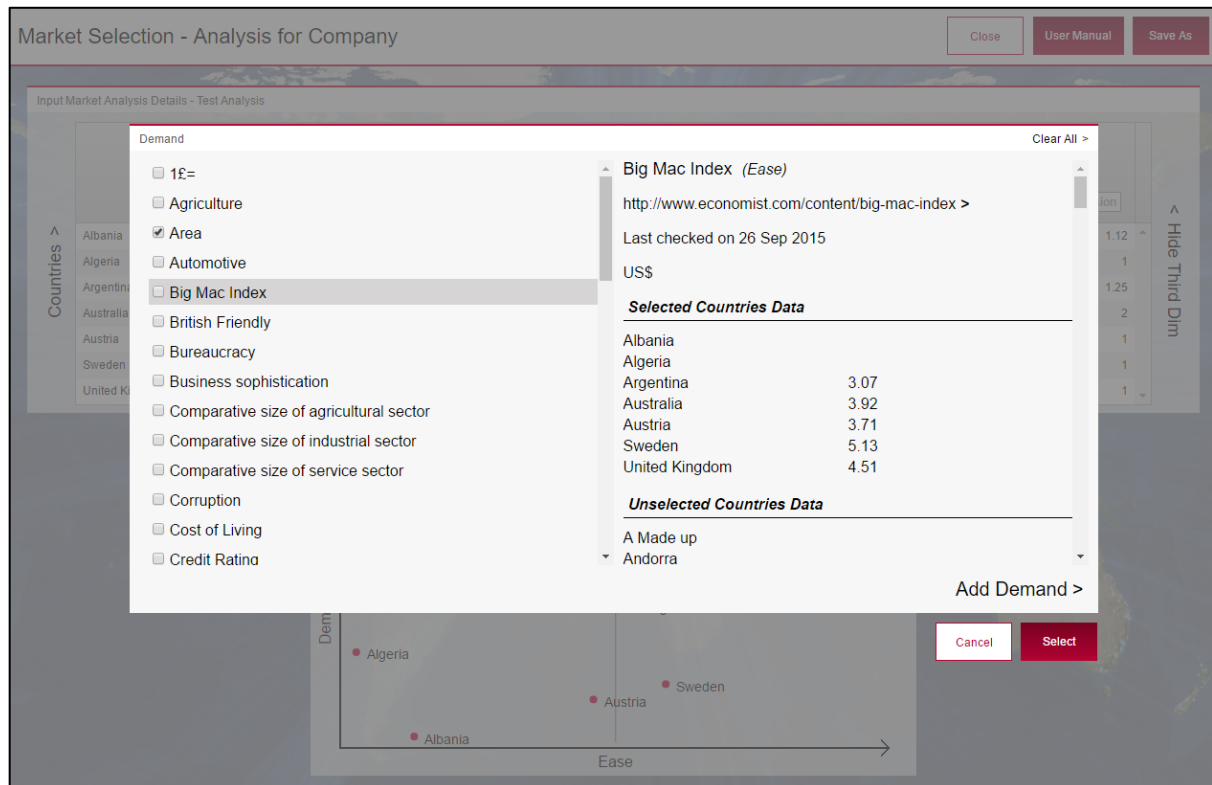


Figure 4 - Demand/Ease Selector

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3. Demand and Ease Dropdown Lists

The demand and ease dropdown lists are quick ways of selecting an item per column (replicating the functionality of the demand and ease selectors).

Selecting an existing demand or ease populates the country data values in the grid.

Selecting the empty item at the top of the list clears all of the data values for that column (Figure 5).

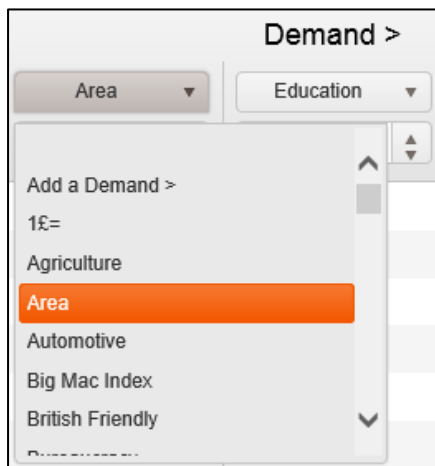


Figure 5 - Demand/Ease Dropdown List

4. Weighting

The tool allows you to weight the criteria from minus 100 to positive 100; by default all criteria are given a weighting of +100. One criterion may be given lower prominence to the other criteria by reducing its weighting value. You will see immediately on the graph insert the effect this has. If, however, you consider one criterion to be not as important as another, then I recommend that you seriously consider leaving it out.

Where a small value is preferential to a large value for consideration of market selection such as with distance, then reverse the weighting with a minus. This is also the case when inputting ranked data where a country with a 'higher' ranking (1) is the preferred country.

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5. Third Dimension

The third dimension is used as a way of indicating the prominence of a country on the chart. Changing the third dimension data values alters the chart's plot sizes. The higher the third dimension value, the greater the country's prominence.

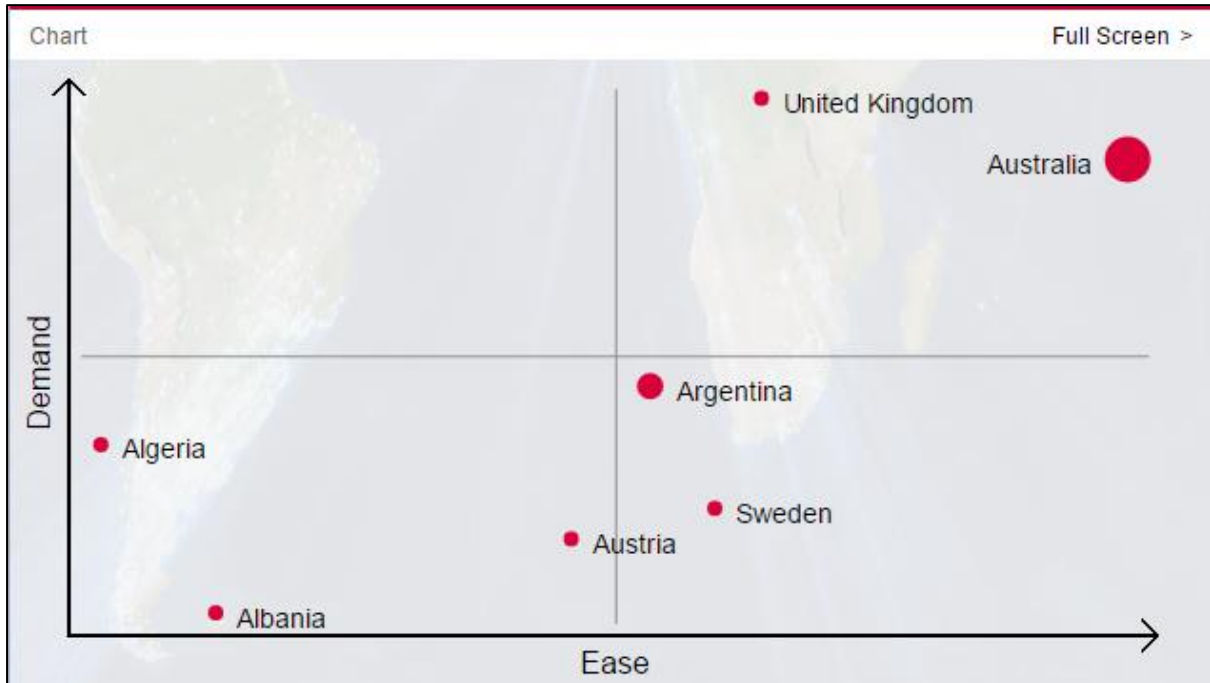


Figure 6 - Third Dimension Shown

You can show/hide the third dimension column by clicking the options on the right hand side of the screen (Figure 2).

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PDF Export Tab

Shows a preview of the PDF (as it will look once exported).

Clicking 'Export PDF' will download a copy of the document.



Figure 8 - PDF Export Tab

7. Saving an Analysis

If you make changes to an analysis, you may wish to keep those changes and save them as a separate file.



Figure 9 – Save buttons on analysis page

Close

Will close the analysis without saving it.

Save As

Allows you to write a new description and save your changes in a new file.

Save

Will overwrite the analysis you had opened. (This is not an option if you are viewing a read-only file.)