Identify the Optimal Location for Micro-Fulfillment Centers

Micro-fulfillment centers grant companies very close access to consumers and fast delivery at a low cost. To set up the most efficient logistics process and meet fulfillment deadlines, making the **right location choices** and **anticipating demand** is critical to success. This is where Targomo's location analytics platform can help.

Micro-Fulfillment Centers, Dark Stores, Dark Kitchens

Ideal macro locations for expansion

Pre-installed data such as population density, purchasing power, and points of interest help you identify the cities and regions with the highest target group density. Additionally, you can integrate and visualize your own data to locate potential customers.

Network optimization

Learn where you should open new sites to reach as many new customers as possible, avoiding cannibalization effects. You can create precise delivery radiuses to match your service levels or delivery costs based on Targomo's travel time calculations.

Score location options

Too many real estate offers on your desk? Upload any set of locations and learn how they differ in terms of catchment area and target group. Score and rank location options within seconds according to your individual retail profile and find the spots that will deliver the highest ROI.
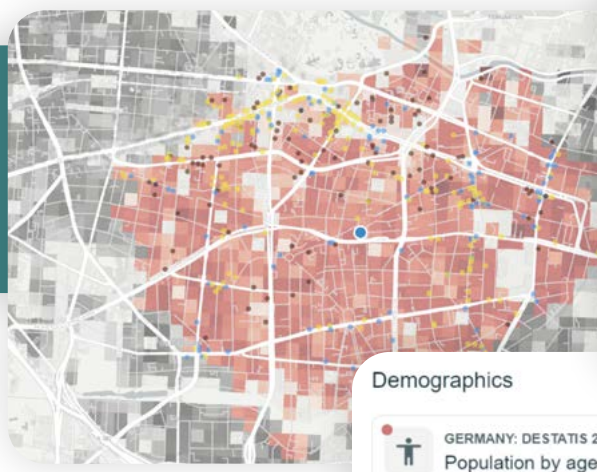
Assortment optimization & prediction

Use our AI power to uncover correlations between orders and geographic location. Analyzing past order sizes and local brand preferences with TargomoLOOP will allow you to make projections, optimize inventory turnover, and minimize lead times.

Do you know how many people between 20-29 you could reach within 10 minutes by bike?

We do.