

YRC Introduces Data-Driven Model to Help Retailers Select High-Profit Store Locations

YRC helps retailers choose store locations with data, using profitability forecasts to guide market entry and support aligned growth.

PUNE, MAHARASHTRA, INDIA, December 5, 2025 /EINPresswire.com/ -- The decision in retail to choose a new store location is no longer made by guesswork. YRC (Your Retail Coach), a leading [digital marketing and e-commerce solutions provider](#), uses profitability forecasts to steer market entry strategy that enables retailers to make informed decisions on site selection in alignment with their retail growth strategy.



How YRC Helps Retailers Choose New Store Sites Based on Profitability Forecasts

YRC Introduces Data-Driven Model to Help Retailers Select High-Profit Store Locations

"There is a general retail tendency to underestimate the importance that precise site selection has on their bottom line. As Nikhil Agarwal, YRC founder, points out, "We make it a point to ensure that each and every store location is a step towards higher profitability, and not a gamble."

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Empowering Retail & E-commerce businesses worldwide."

Nikhil Agarwal

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YRC's tested-and-true approach begins with demographic research, market research, and creating an expansion plan

in an effort to identify new store locations that carry strong demand indicators. To aid in creating a market entry plan tailored specifically for each individual client, the team examines data related to micro markets, traffic flows, competitor mapping, and local purchasing power analysis.

With the aid of this systematic process, retailers can make informed decisions regarding their retail rollout and worldwide expansion roadmap. YRC provides brands with the opportunity to

minimize risk while concurrently accelerating their retail growth strategy by mapping their market penetration objectives with consumer behavior and competitive patterns in order to secure synchronization.

Rupal Agarwal, co-founder of YRC, says, "Profitability forecasting is not predicting sales; it is about facilitating sustainable market penetration while synchronizing the retail rollout plan with the retailer's operational strengths."

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The company assisted some of the brands with selecting their new store locations that complement existing networks and assist them in geographic expansion by giving support across Africa. With the help of a data-driven demographic analysis, YRC can identify which clients are underserved and which expansion roadmap most maximizes return on investment.

Also, YRC profitability forecasting includes revenue modelling, operational cost bases, and cash flow predictions to link site selection with the brand's [business model](#) and capital planning. The method ensures that market entry strategy decisions are driven by quantifiable potential, which allows businesses to make their retail rollout plan safely in markets that are both emerging and competitive.

For retailers to achieve market penetration in Africa, there is a need for them to get a clear picture of local consumers' tastes and the feasibility of their operations. With YRC's scientific demographic analysis and feasibility studies, companies can build a phased expansion roadmap. This enables the companies to put themselves in line with the dynamics of the market while remaining profitable.

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The support that is offered by YRC in site selection ensures that each location is consistent with the client's long-term retail growth strategy. This encompasses both [premium and mass](#) brands as well as low-price retailing formats. Due to their commitment to decision-making on the basis of facts and real situations, YRC has emerged as a trusted business partner for firms seeking to extend their geographic expansion.

[YRC](#) [Africa](#)

YRC brings a consultancy experience of more than 12 years in executing end-to-end solutions for market penetration, demographic analysis, site selection, and retail growth strategy that propel brands to enter and thrive in a new competitive market.

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