



DEVELOPMENT AND EXPANSION INSIGHTS

A **Monthly** view to identify changes as they happen

GEOTERRAIMAGE's **New Developments®** dataset

answers not only where, but also what the impact will be of all current earth works and expansions on the surrounding environment.

Overview:

Determining the location of current expansions and earth works are vital to successfully plan and exploit potential new market opportunities; not only for planning authorities and practices, but also for commercial entities.

With our **New Developments®** dataset, **GEOTERRAIMAGE** offers insights to understand where new housing, commercial or industrial sites are being erected, allowing industries to plan for the demand of future service delivery as areas expand or develop. Information on developing areas is crucial to industries such as healthcare, manufacturing, retail, telecommunications and education.

Key Benefits:

- The **New Developments®** dataset indicates where current developments or changes are taking place, allowing you to **take advantage of changes in your area**.
- Accessing our **New Developments®** dataset via our web platform allows users to keep track of urban, regional and rural growth and decline, in support of market strategy and demand forecasting. It also provides users with the insights to analyse the viability of potential new sites, monitor demand of current sites and evaluate competitors.
- Analyse the **stability** of current- and **viability** of potential sites to support successful market strategy or demand forecasting.
- Ideal for **capacity planning, identifying new customers, identifying market growth and improving planning strategy**.
- Combined with Population and Demographics the **New Developments®** dataset aids in **identifying potential gaps or opportunities in your area**.



Unique Features:

By tracking monthly tracking changes, the **GEOTERRAIMAGE New Developments®** dataset is a leader in consistently providing up-to-date, reliable information in the ever-changing South African environment.

All **New Developments®** across South Africa are classified according to the **GEOTERRAIMAGE** National Building Based land Use 84- Class classification system.

Capturing building structures at a micro level makes this dataset highly accurate and reliable. Manual updates keep track of urban, regional and rural growth and decline in support of market strategy and demand forecasting.

The web platform allows users to visualise the location of development and quantify the extent of change, providing a national account of all developing areas.

