

Contract Manufacturing Request System Predicts

System Predicts Who Will Buy What & Where: The invention compares the purchasing characteristics of designated shoppers with soon to be released products. Shoppers are chosen by neighborhood, plus where they shop and for what. Shoppers' characteristics based on past purchase patterns are compared to the characteristics of the new product.

- Prediction methods: Mathematical probabilities for sales, are given to any one, or group of individuals. Shoppers are also scored for their willingness to try new products in the general category in which the new product comes from.
- Major retailers can control the high prices they'll charge for this information, and which non-competitors can be licensed to use. System will integrate information from diverse databases.
- New store location software can better pinpoint ideal locations, saving millions of dollars.