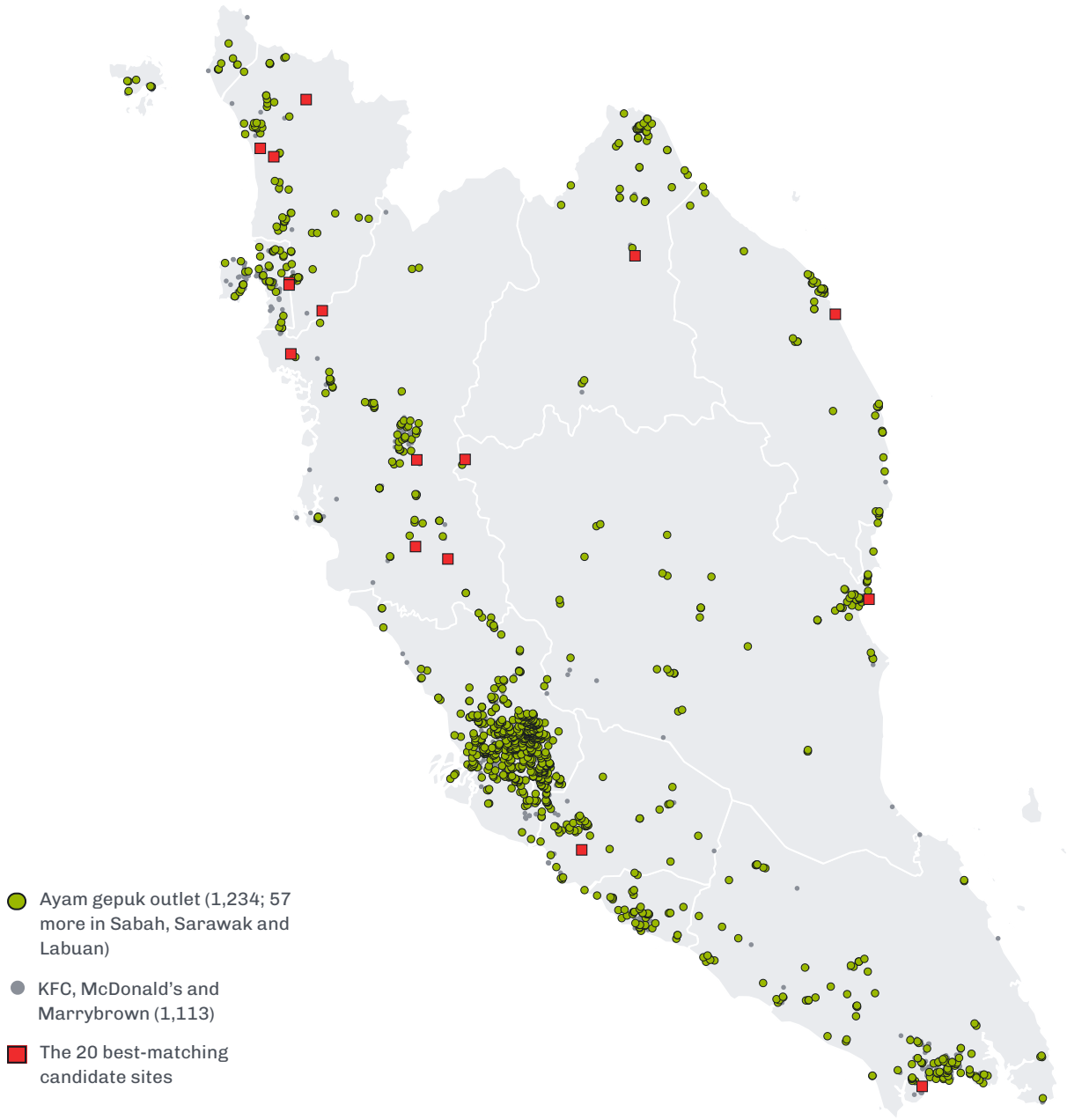
GeoAnalitik Site Intelligence

Case study

Where ayam gepuk opens, and where it could open next

How AGA GeoAnalitik profiled 1,291 ayam gepuk outlets against 1,113 fast-food sites, found what sets the category apart, and ranked 118 sites for its next openings.



Report	Data as of	Prepared by	Online
BL-2026-001	29 September 2026	AGA GeoAnalitik	geo.analitik.my

Know where your next outlet should open, and see why on the map

GeoAnalitik combines geospatial analytics, catchment profiling and competitor analysis to help retail and F&B chains decide where to open next. It learns what your best outlets have in common and scores candidate sites against them. Every finding points to one of Malaysia's 7,748 localities, so your team can check it on the ground.

Three questions a study answers

1

What surrounds each outlet?

We profile the 2 km around every outlet: residents, the age and ethnicity of adult citizens, household income, students, public transport, malls, flood risk, and fast-food and rival density.

2

What sets your outlets apart?

Each outlet is ranked against competitor sites in its own state, so the Klang Valley does not skew the result, and one model weighs every factor at once. With your sales, it learns what your best outlets share.

3

Where should the next one go?

Competitor sites and addresses you are weighing are ranked by how closely their catchment resembles your established outlets', each with a dossier: lookalike outlets, distance to your network, flood risk.

You get three documents, each for a different reader

Executive summary	For the board: what sets your outlets apart, and the best candidate sites with their districts.
Technical study	For the team that has to defend the decision: every figure, the model and its limits, on a live map.
Candidate-site dossiers	For the expansion team: every candidate ranked and compared factor by factor with the outlets it most resembles.

Clients read all three on a private link and sign in with an emailed code, with no passwords to manage. Outlet and candidate tables come as data files for your own analysts.

About this case study

To show the method without a client's data, we ran it on a whole category: ayam gepuk, the smashed fried chicken with sambal that spread across Malaysia in the last decade. Outlets come from four chains' own lists and a Google Maps sweep of every other brand. The brand names are real: this is a factual analysis of public listings.

The study uses public and aggregate data only, with no chain's sales figures; where a client study would use sales, it uses Google review counts and says so. The pages that follow are drawn from its three documents.

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The case at a glance

Ayam gepuk opens where young, Malay-majority neighbourhoods meet fast food

We mapped 1,291 ayam gepuk outlets and compared the 2 km around each one with the 1,113 KFC, McDonald's and Marrybrown outlets in the same states. The sites broadly resemble fast food's, with a clear tilt: within the same state, the neighbourhoods are more Malay and somewhat younger, while resident numbers differ only slightly and district income not at all.

1,291
ayam gepuk outlets: four chains' own lists and every other brand on Google Maps

1,113
fast-food sites as the benchmark: KFC, McDonald's and Marrybrown

7,748
localities: every finding points to one

12
data layers, from a 100 m population grid to weekly shelf prices

9
findings that set the category apart, each with its limits stated

118
candidate sites ranked, each with its own dossier

Nine findings

1 **It is a Klang Valley product.** 48% of outlets are in Selangor, Kuala Lumpur and Putrajaya, against 36% of fast food. p. 4

2 **Its neighbourhoods are more Malay and younger.** Around the median outlet, 58% of adult citizens are Malay and 29.5% are aged 18–29, against 40% and 25.9% around fast food. p. 5

3 **It goes where young Malays are many.** Localities with 1,000 or more Malay adults aged 18–29 hold 45% of outlets, against 30% of fast food at the same state mix. p. 6

4 **It is a shophouse business.** 2.1% of outlets are in a mall or retail block, against 13.8% of fast food; Pak Gembus has none among 109. p. 7

5 **The big brands crowd each other.** 224 of the 392 outlets of the ten largest brands have a rival brand within 1 km, some of them next door 102/26/12. p. 7

6 **It leans away from office districts.** 25% of outlets sit in daytime areas, against 31% of fast food at the same state mix. p. 9

7 **Its flood risk matches fast food's.** 5.7% of outlets sit in a High or Very High locality, against 5.5%; eight share one at Ayer Keroh 137/16/02. p. 9

8 **Students line up with reviews more than with location.** Within a brand, one standard step more private-college students nearby goes with 22% more Google reviews. p. 10

9 **Where an outlet sits moves its ingredient cost.** One plate costs RM7.45 to RM8.52 at 8 of 10 outlets, from RM6.99 024/19/04 to RM9.33 098/17/14. p. 11

> **And where it could open next.** We ranked 118 fast-food sites that have no ayam gepuk outlet within 3 km by how closely their catchment resembles established outlets'. The closest match is a KFC site in Marang 037/19/04, 11.7 km from the nearest outlet. p. 12

Finding 1

It is a Klang Valley product

Almost half of all outlets, 624 of 1,291 (48.3%), sit in Selangor, Kuala Lumpur and Putrajaya. Fast food, a mature category that has reached every state, puts 406 of 1,113 (36.5%) there. Ten of the 106 districts with an outlet hold 722 of them; Petaling alone has 167.

Ayam gepuk is thin where fast food is strong: Johor holds 9.4% of outlets against 15.3% of fast food, Penang 3.2% against 7.2%. East Malaysia has 57 outlets, 4.4% against 12.3%, and of the four chains only Pak Gendut is there. That gap is either untested ground or weaker demand; a chain's own sales by state can tell which.

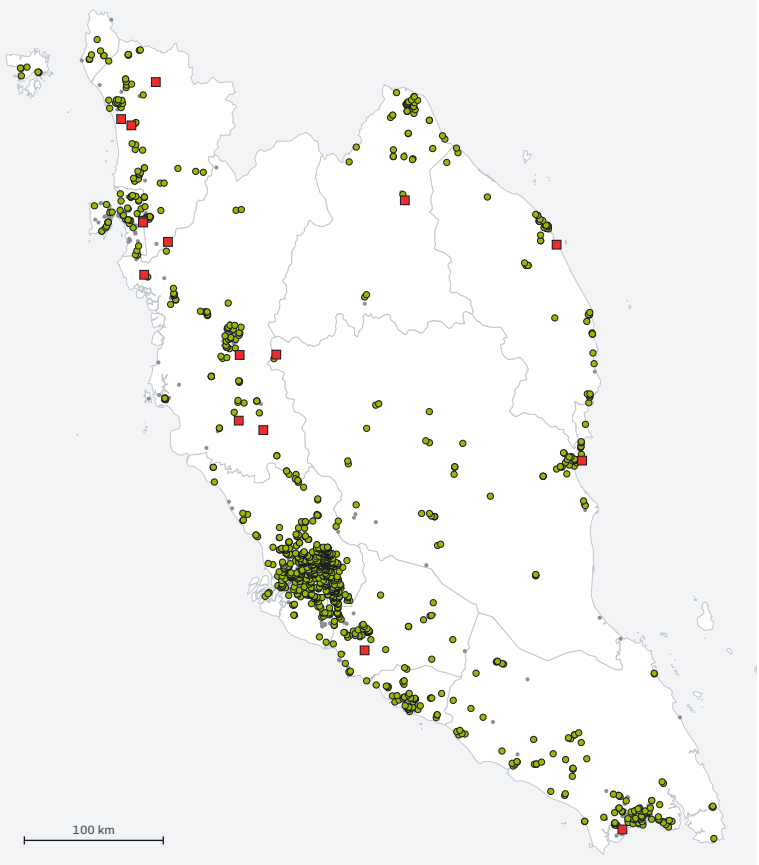


Figure 1. Every ayam gepuk outlet in Peninsular Malaysia (lime) over the fast-food benchmark (grey), with the 20 best-matching candidate sites (red). The 57 outlets in Sabah, Sarawak and Labuan are off this view.

Ten districts with most outlets	Outlets	Share
Petaling	167	12.9%
Kuala Lumpur	139	10.8%
Ulu Langat	97	7.5%
Johor Bahru	58	4.5%
Gombak	53	4.1%
Sepang	48	3.7%
Seremban	46	3.6%
Klang	40	3.1%
Kuantan	39	3.0%
Kuala Selangor	35	2.7%

Ten districts hold 722 of the 1,291 outlets (56%). Petaling and Kuala Lumpur alone hold 306.

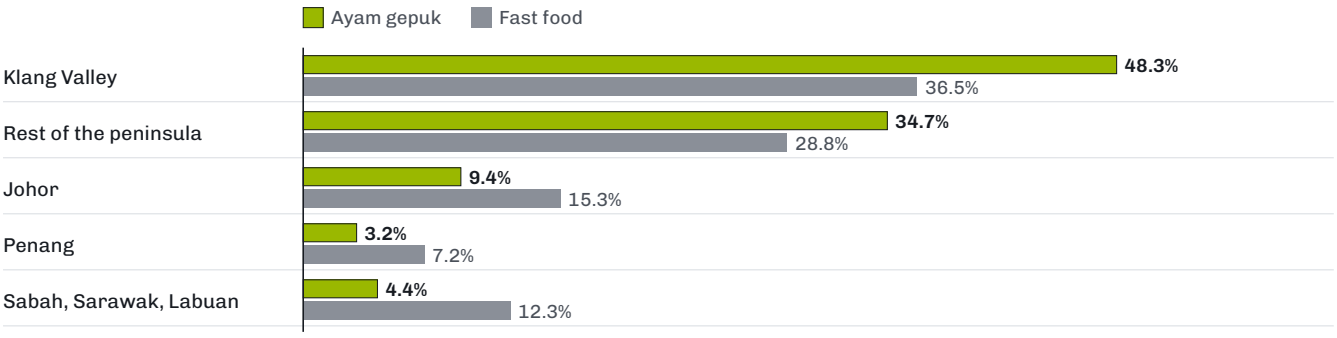


Figure 2. Share of each group's outlets by region. The Klang Valley is Selangor, Kuala Lumpur and Putrajaya.

Finding 2

Inside each state, the crowd is younger and more Malay; the rest matches fast food

Comparing outlets across states would mostly measure the Klang Valley effect. So each outlet is ranked only against fast-food outlets in its own state, from 0 to 100, where 50 means “exactly like where fast food opens”.

Residents within 2 km land at the 44th percentile: slightly smaller catchments than fast food’s ($p < 0.001$). District household income lands at the 50th, no different ($p = 0.11$). The sharpest differences are at locality grain: around the median outlet, 29.5% of adult citizens are aged 18–29, against 25.9% around fast food, and 58% are Malay, against 40%.

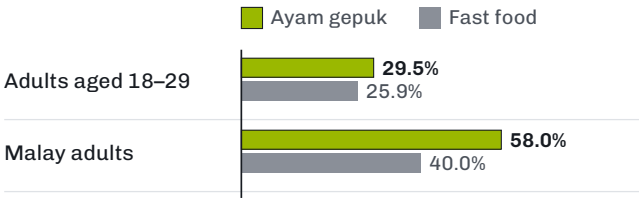


Figure 3. Share of adult citizens in the localities around the median outlet.

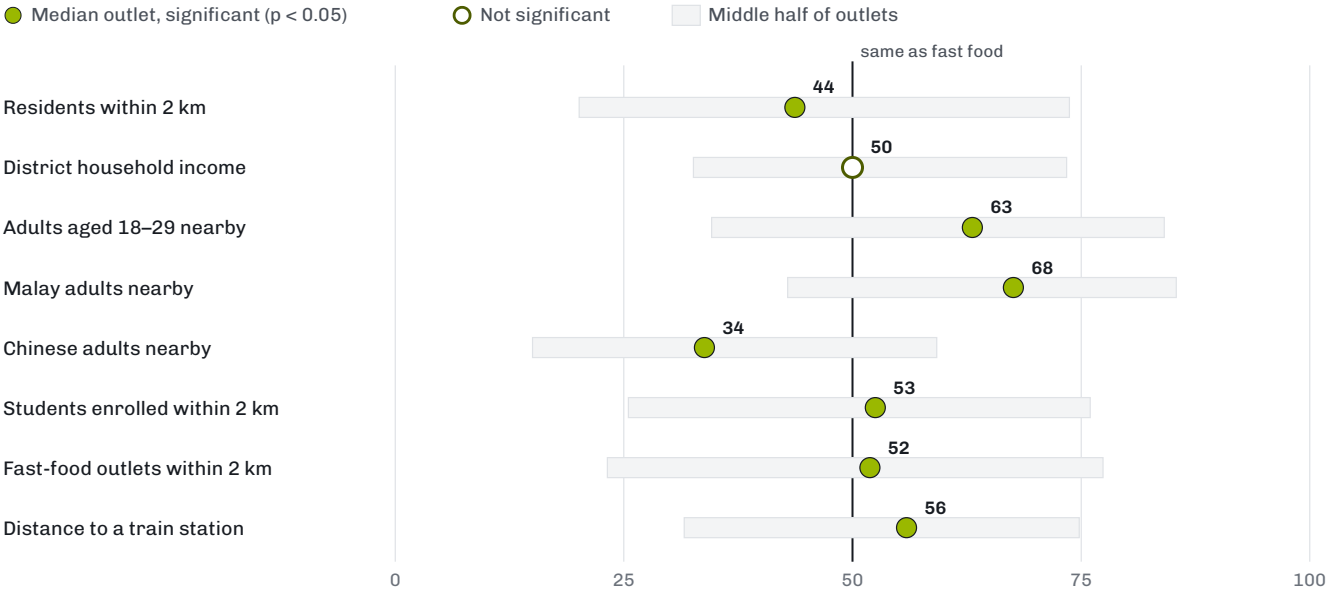


Figure 4. Where the median ayam gepuk outlet ranks among fast-food outlets in the same state (0–100). The grey band spans the middle half of outlets; the line at 50 means no difference. 1,272 outlets in states with a benchmark.

Public transport does not draw it. 15% of outlets are within 800 m of a train station, against 18% of fast food; in the Klang Valley, where rail is densest, 27% against 38%. Most customers probably come by road, as at fast food, though nothing here measures how they arrive. That is a question for a short customer survey, which a client study can add.

Students matter less than the attention suggests. 13% of outlets have a public campus within 2 km, against 8% of fast food, but the enrolment measure ranks at only the 53rd percentile. The survey that drew attention to ayam gepuk interviewed students (94% of 386 respondents): that tells us who answered, not where the product sells.

Finding 3

Malay and young neighbourhoods set it apart; campuses barely do

Youth and Malay share move together (r = 0.45), and campuses sit in young areas. To separate them, one model weighs every factor at once, within each state. The Malay share of nearby localities has the strongest pull: +0.52 per standard deviation, about 1.7 times the odds.

Fast-food density (+0.33) and youth (+0.28) follow; each holds with the others known. Private colleges add nothing the data can detect (p = 0.75), and public campuses keep only a small pull of their own (+0.10, p = 0.044).

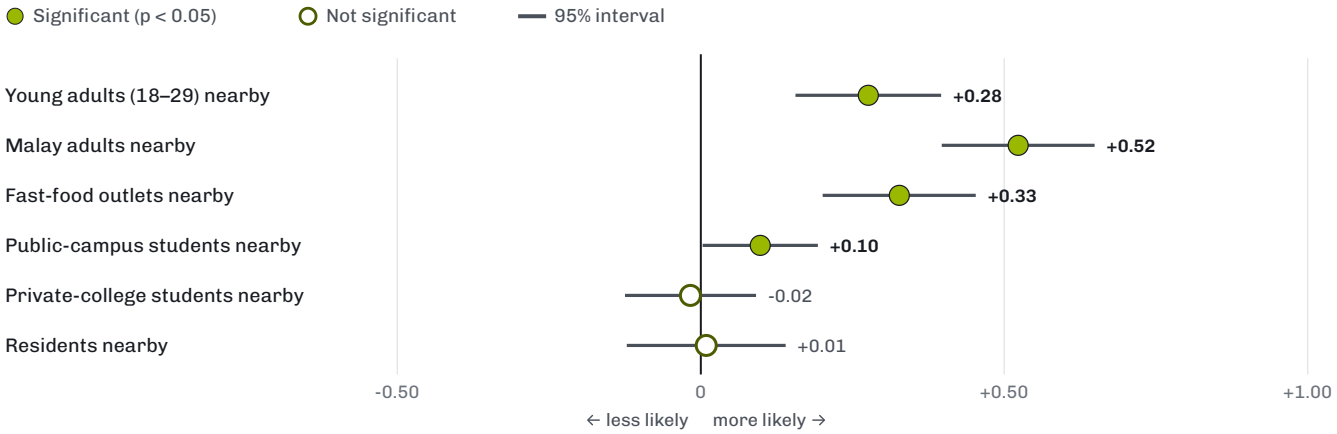


Figure 5. Log-odds, per standard deviation, that a restaurant site is ayam gepuk rather than fast food. Logistic regression with state fixed effects and robust errors; 1,291 ayam gepuk and 1,113 fast-food sites. It describes where outlets are, not whether a site will succeed.

It goes where young Malays are many, not only where they are the majority

Here we count the one group in both: Malay adult citizens aged 18–29, 3.4 million people across 7,748 localities. A count sizes the market: a small locality can be all young and Malay and still hold fewer customers than a large one. The 837 localities with 1,000 or more are home to 40% of them. They hold 45% of ayam gepuk outlets (586 of 1,291), against 30% of fast food weighted to the same states (26% unweighted).

Around each outlet the picture is closer. Within 2 km, the median outlet has 2,890 young Malay adults against 2,366 for fast food, but inside each state it ranks only 53rd of 100 on that number: fast food also sits where people are many. On the share of adults who are young Malays it ranks 69th. Both follow crowds; what sets ayam gepuk apart is who the crowd is.

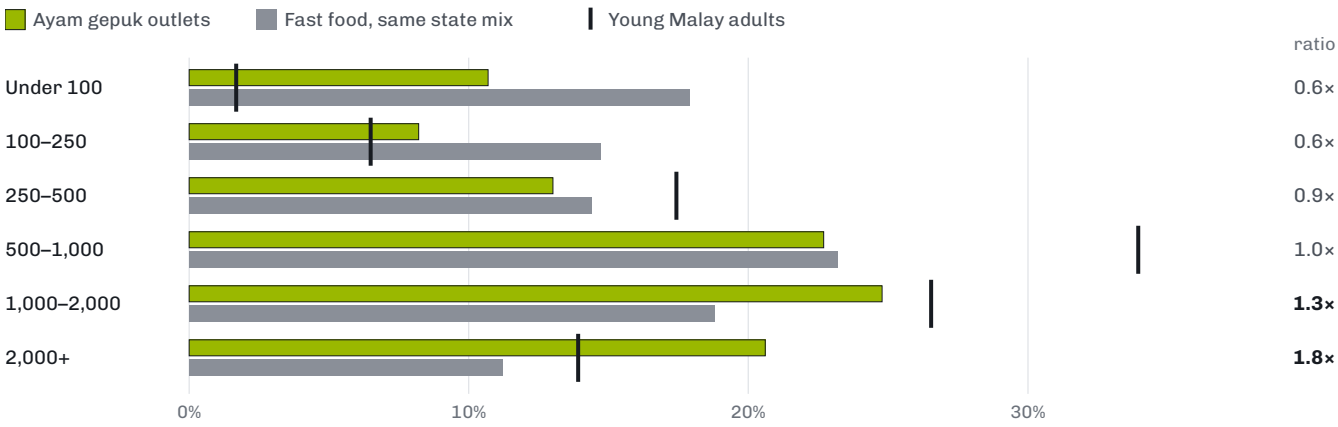


Figure 6. Localities grouped by how many Malay adults aged 18–29 live there: each group's share of those adults (ink tick), of ayam gepuk outlets and of fast-food outlets weighted to ayam gepuk's state mix. The ratio is ayam gepuk's share over fast food's.

Findings 4 and 5

A shophouse business whose big brands sit on top of each other

Malls are rare

Measured the same way for both, from building outlines, 27 of the 1,291 outlets sit in a mall or retail block, against 154 of the 1,113 fast-food outlets: 2.1% against 13.8%. McDonald's, the lowest of the three chains, has 12%. Pak Gembus, the largest chain, has none among its 109; Tok Mat, Papa Jon and Ori Selayang have none either.

Checking addresses by hand finds a few more: 36 outlets, or 2.8%, most of them single stalls. That is too few to show whether a mall site sells better or worse. For site selection, the evidence describes shop rows and commercial strips.

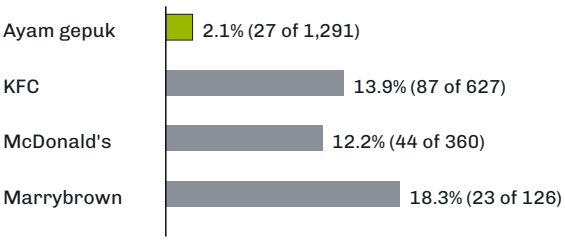


Figure 7. Share of outlets in a mall or retail block, from building outlines for every group alike.

Mall outlets by brand, addresses checked	Outlets	In a mall
Pak Gembus	109	0
Top Global	48	1
Pak Gendut	44	3
Tok Mat	41	0
AG	37	2
Artisan	36	2
Other brands	899	26

Rivals are close

874 of 1,291 outlets (68%) have another ayam gepuk outlet within 1 km. Across the ten largest brands, 224 of 392 outlets (57%) have a rival brand's outlet that close. In Bukit Jelutong 108/40/15 a Top Global and a Pak Gembus are 42 m apart; in Bandar Baru Bangi 102/26/12 a Top Global and a Tok Mat are next door, at Nos. 12 and 10 Jalan 7/1C.

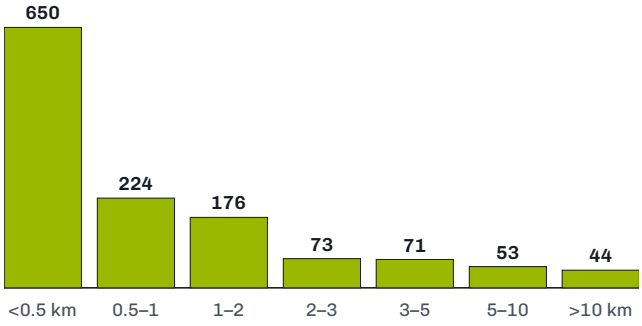


Figure 8. Distance from each outlet to the nearest other ayam gepuk outlet, any brand.

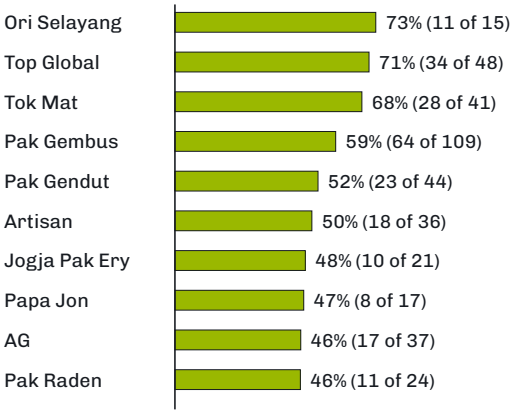


Figure 9. Share of each brand's outlets with an outlet of another of the ten largest brands within 1 km.

> **What a client study adds here.** Clustering can mean a destination strip that feeds both outlets, or two outlets splitting one crowd; location data cannot tell which. Comparing an outlet's sales before and after a rival opens, against outlets that gained no rival, can. It is the first test we would run with a chain's own figures.

How findings are delivered

Every finding points to a place

Every outlet, table row and finding in a GeoAnalitik study cites its locality by code, such as 108/40/15. Malaysia has 7,748 of them, each a few streets to a few villages across: fine enough to point at a neighbourhood, and a unit the population, flood-risk and coverage layers share.

In the live report, a tap on a code outlines that locality on the map and pans there, so a manager reading a finding can see the street it describes. Figure 10 shows the five localities this study cites most, over every outlet and fast-food site in central Klang Valley.

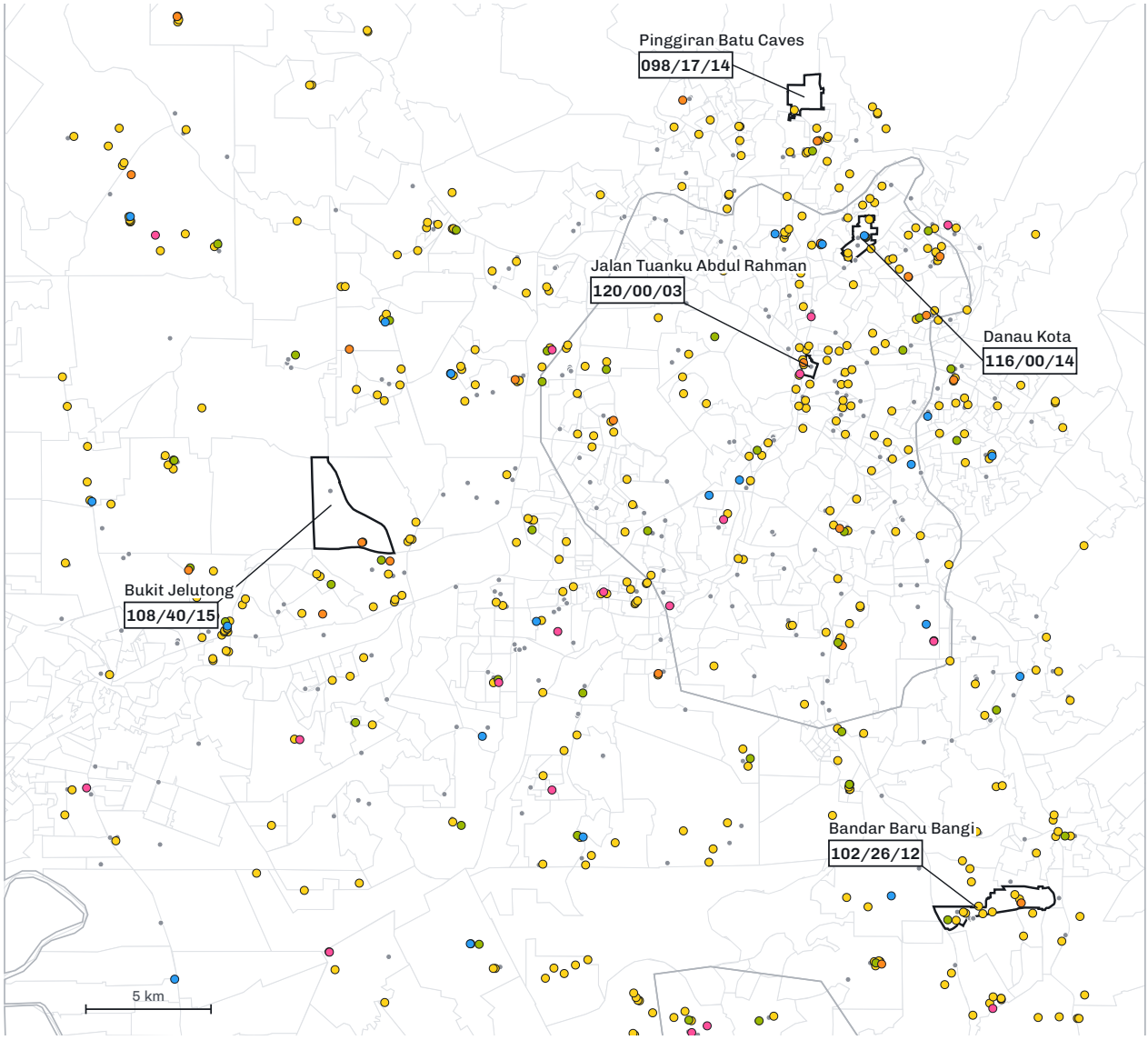


Figure 10. Central Klang Valley: ayam gepuk outlets by brand, fast-food sites (grey) and locality boundaries. Outlined: the localities where a Top Global sits 42 m from a Pak Gembus (Bukit Jelutong) and next door to a Tok Mat (Bandar Baru Bangi), the area with 6.2 times as many people by day as by night (Jalan Tuanku Abdul Rahman), the dearest plate (Pinggiran Batu Caves) and seven outlets in one Very High flood-risk locality (Danau Kota).

Pak Gembus 109 · Top Global 48 · Pak Gendut 44 · Tok Mat 41 · AG 37 · Artisan 36
Pak Raden 24 · Jogja Pak Ery 21 · Papa Jon 17 · Ori Selayang 15 · Other brands 899

Findings 6 and 7

It leans away from office districts, towards places where people live

Where a restaurant sits tells you whether it can count on a lunch crowd, a dinner crowd or both. Within 2 km of each outlet we compare the people present by day with those present at night: Jalan Tuanku Abdul Rahman 120/00/03 has 6.2 times as many by day; Pinggiran Batu Caves 098/17/14 has 0.37.

25% of ayam gepuk outlets sit in daytime areas, against 31% of fast food weighted to the same states; 23% sit in residential areas, against 19%. The brands differ: AG has 41% of its outlets in daytime areas and Pak Gembus 34%, more than fast food, while the 899 outlets of other brands are the neighbourhood end of the category.

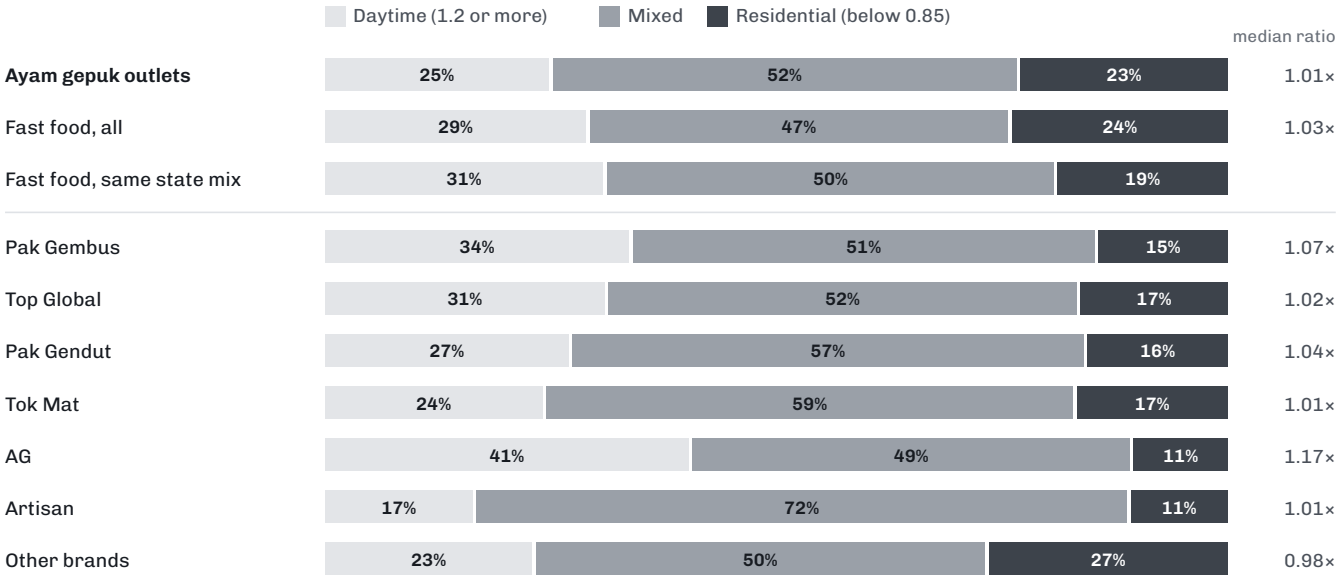


Figure 11. Outlets by the day-to-night population ratio within 2 km. “Same state mix” weights each state’s fast-food shares by that state’s share of ayam gepuk outlets. Brands with 30 or more outlets. Counts from one mobile operator, 2014–15: read the split as a lean, not a measured lunch or dinner trade.

Outlets carry the same flood and landslide risk as fast food

Each outlet takes the rating of its locality in our climate-risk index, which scores recorded floods (70%) and landslides (30%) over 2021–2025. 74 of 1,291 outlets (5.7%) sit in a High or Very High locality, against 5.5% of fast food. The risk gathers in a few places: eight outlets, among them Pak Gembus, Top Global and Tok Mat, share one Very High locality around MITC Ayer Keroh 137/16/02.

For expansion, the rating is a check, not a filter. 12 of the 118 candidate sites sit in a High or Very High locality, one of them in the top 20: a McDonald’s site in Cameron Highlands 078/01/12. Every dossier shows its locality’s rating. The index rates the locality, not the building.

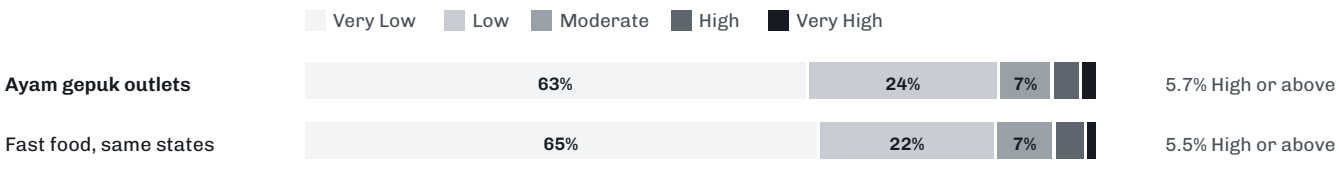


Figure 12. Flood and landslide risk of the locality around each outlet. AGA climate-risk index, 2025 scores.

Finding 8

Outlets near students collect more Google reviews

No chain publishes outlet sales, so this study uses the nearest public stand-in: each outlet's Google Maps listing. We matched 1,275 of the 1,291 outlets and took the review count and star rating. The brand matters most: Top Global's median outlet has 1,399 reviews and a 4.65 rating, Pak Gendut's 74 and 3.7. Brand alone explains 26% of the variation in review count; all the catchment factors together add 2 points.

Within a brand, one standard deviation more private-college students within 2 km goes with 22% more reviews (95% interval 8% to 39%), and the same step in public-campus students with 10% more. Students explained little of where outlets are (Figure 5); here they line up with how much an outlet is reviewed. Students may also simply post more reviews. Only sales can tell the two apart.

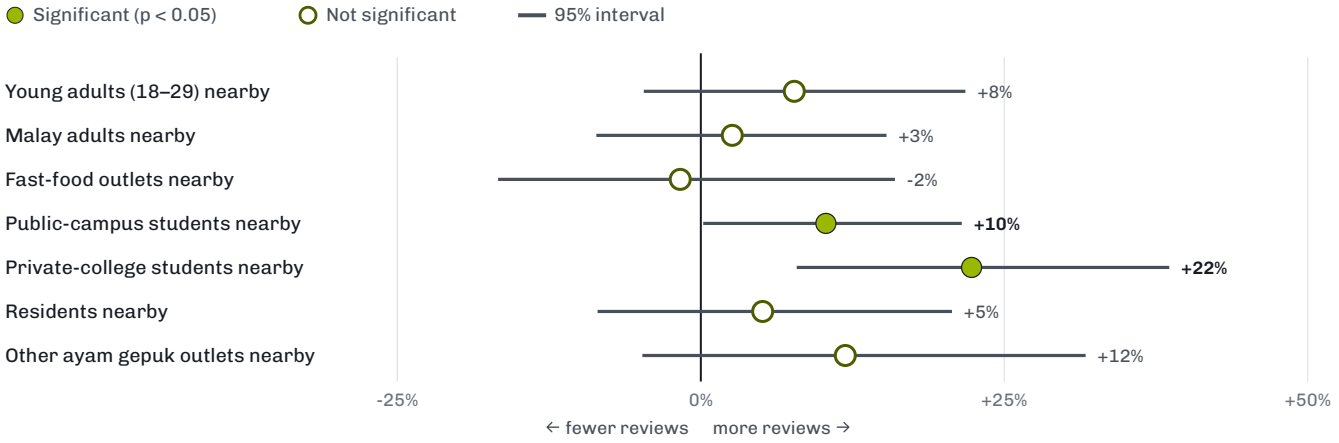


Figure 13. Change in review count per standard deviation of each factor, within a chain. Linear model of log review count with chain fixed effects and robust errors; 1,275 outlets with a matched listing.

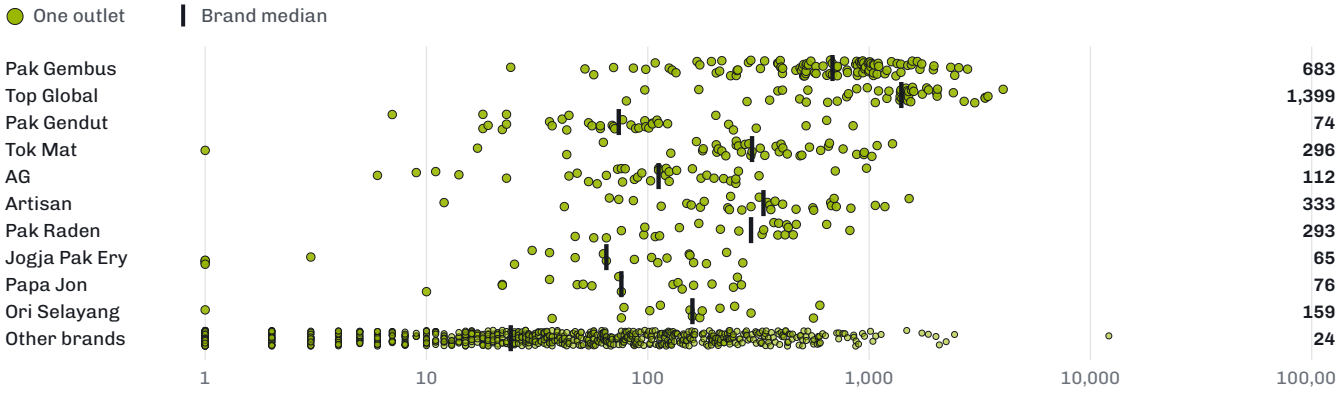


Figure 14. Google Maps review count of every matched outlet, by brand, on a log scale; the figure at the right is the brand median. Listings as shown on 28 and 29 September 2026.

Furthest above the brand norm	Locality	Reviews	Expected
Pak Gendut Puchong Perdana	104/30/21	847	60
Pak Gendut Desaru	157/38/04	643	80
Pak Gendut Indera Mahkota	082/13/06	519	70
Pak Gembus Taiping	060/16/07	2,783	440

Ratings split the chains differently. Every Top Global outlet rates 3.9 or higher; Pak Gendut runs from 1.6 to 4.8 stars and Pak Gembus from 2.2 to 4.8, with 35 of its 105 rated outlets below 3.5.

With a client's sales in place of reviews, the table becomes the sales gap: outlets earning more, or less, than their catchment should support, and the ones to learn from.

Finding 9

A plate's ingredients cost RM7.45 to RM8.52 at most outlets, depending on where they are

We costed one plate from KPDN PriceCatcher shelf prices for the week of 21 September 2026: a quarter-chicken thigh piece, cili padi for the sambal, rice, tofu, tempe and spices. The thigh, cili padi, garlic and ginger are priced from the premises nearest each outlet; the rest of the plate (RM1.81) is held at the national figure. At national prices the plate comes to RM7.97.

At 8 of 10 outlets the plate costs between RM7.45 and RM8.52. The two ends are RM6.99 at Kubang Kerian 024/19/04 and RM9.33 at Pinggiran Batu Caves 098/17/14. The thigh, two-thirds of the plate, is almost all of the difference: near an outlet it costs from RM10.33 a kilo to RM15.87. No brand has settled in cheaper places: the four chains average RM7.90 to RM7.97.

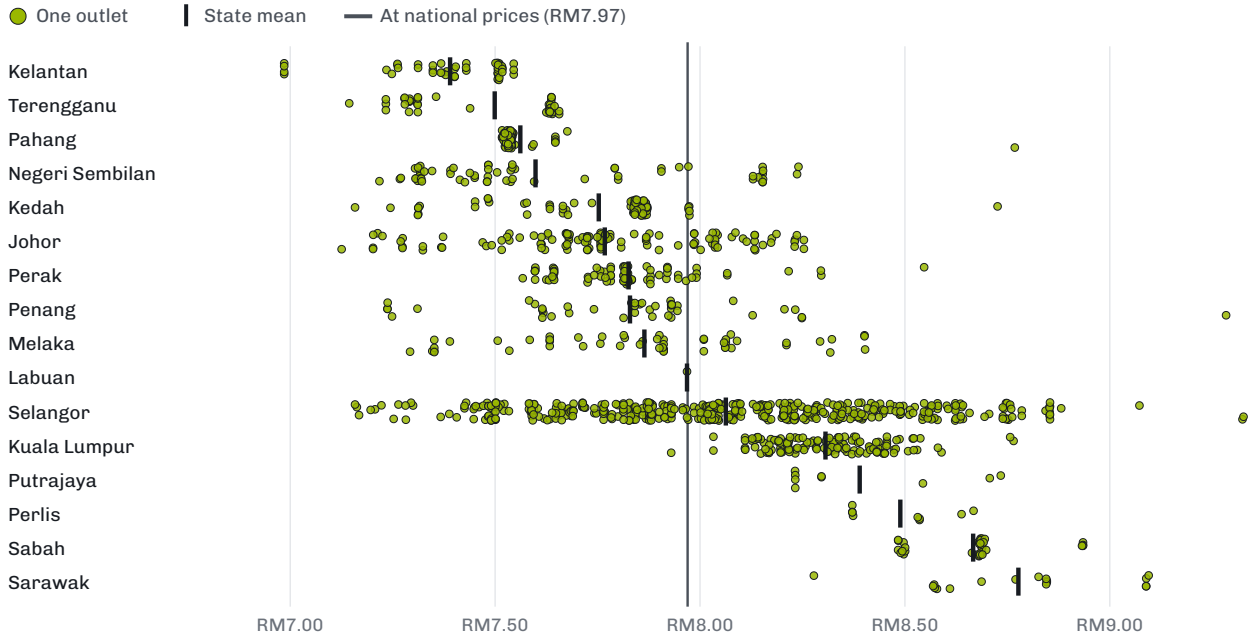


Figure 15. Ingredient cost of one plate at every outlet, by state, from PriceCatcher prices for the week of 21 September 2026. Each dot is one outlet. Local prices are the mean of premises within 5, 10 or 20 km when at least five reported, otherwise the state mean.

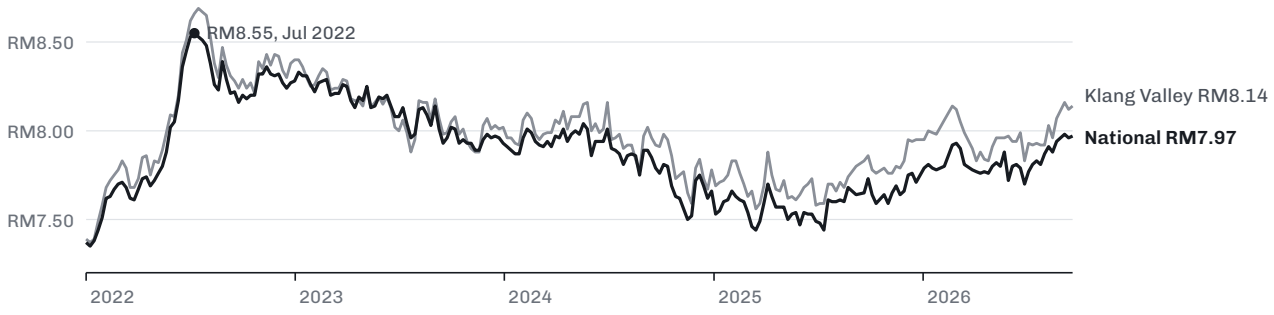


Figure 16. Ingredient cost of one plate each week since January 2022, at national and Klang Valley mean prices. Only the thigh, cili padi, garlic and ginger change.

Over time, the plate has moved less than it does between places: from RM7.35 in January 2022 to RM8.55 in July 2022, when chicken was scarce, then down to RM7.44 in July 2025. At RM7.97 it is 32 sen above a year earlier and within a sen of RM7.98 on 7 September, its highest since July 2024. These are retail prices, what a franchisee buying locally would pay; a chain with one supplier sees a smaller gap between places.

Where it could open next

118 candidate sites, ranked by how closely they resemble established outlets

Every KFC, McDonald's and Marrybrown site with no ayam gepuk outlet within 3 km already draws fast-food customers, and ayam gepuk has not reached it. Those with 3,000 or more residents within 2 km, one per 1 km cluster, give 118 candidates. Each is compared with the five established outlets (the 838 with 20 or more Google reviews) whose catchments it most resembles, weighing the factors that set ayam gepuk sites apart: Malay share most, then fast-food density and young adults.

Lookalike, 0–100
How close the site is to its five nearest established outlets. 80 means a closer match than 80% of established outlets have with theirs. Candidates are ranked on it.

Fit, percentile
The site's place on the study's model, among existing outlets in states with at least 10 of them. It breaks ties only.

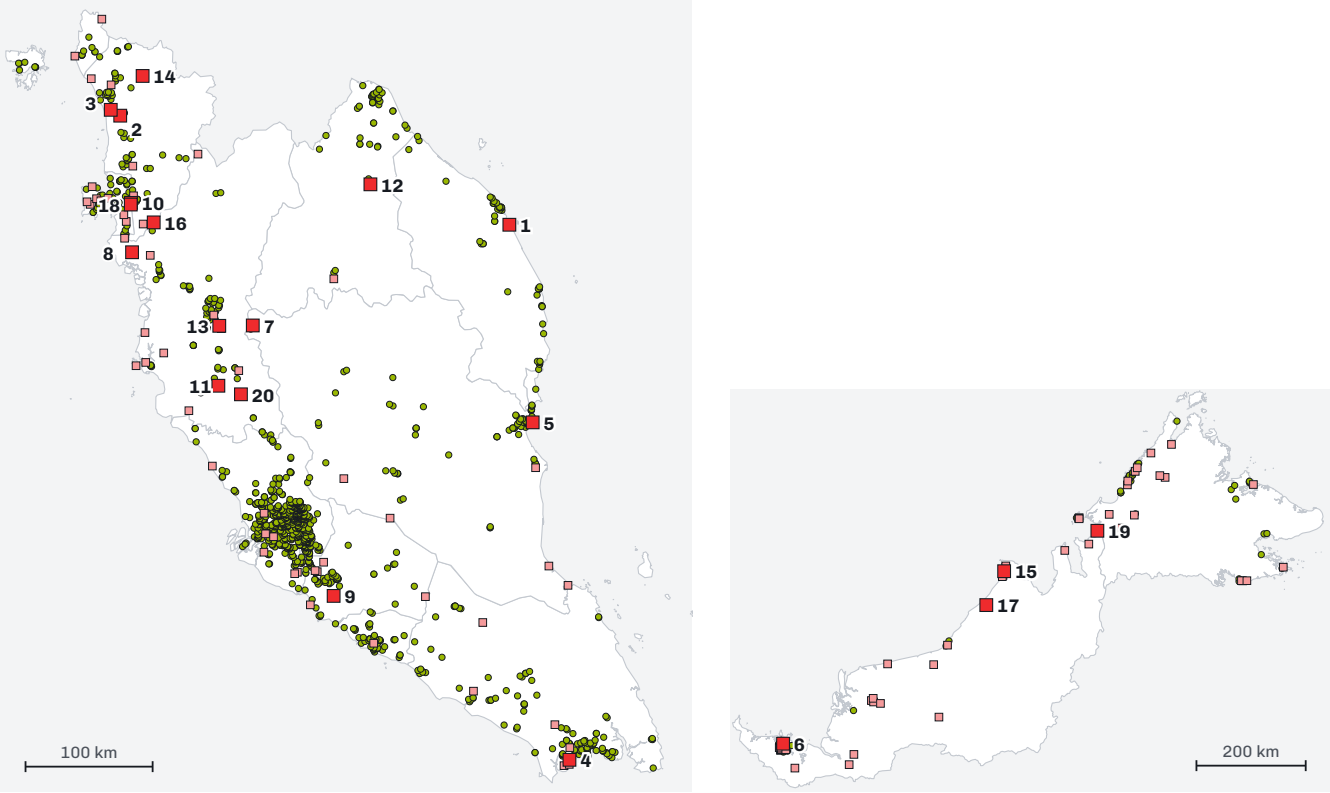


Figure 17. Candidate sites: the top 20 (red, numbered by rank) and the other 98 (pale red), with the 1,291 existing outlets (lime). Peninsular Malaysia (left) and Sabah, Sarawak and Labuan (right) are drawn at different scales.

Where the 118 are

State	All 118	Top 20	State	All 118	Top 20
Sarawak	30	3	Selangor	7	–
Sabah	17	1	Negeri Sembilan	6	1
Perak	16	5	Labuan	3	–
Kedah	9	4	Kelantan	2	1
Penang	9	1	Perlis	2	–
Johor	8	1	Terengganu	1	1
Pahang	7	2	Melaka	1	–

East Malaysia is open, but unlike the outlets

Sabah and Sarawak hold 47 of the 118 candidates, because fast food is there and ayam gepuk mostly is not. Only four of them reach the top 20: few established outlets sit in neighbourhoods like theirs, so a high score there needs a test outlet, not a model.

The 20 closest matches

#	Site	Locality	State	Nearest outlet	Lookalike	Fit	Flood risk	Closest lookalike outlet
1	**KFC site, Marang**	037/19/04	Terengganu	11.7 km	**85**	84	Very Low	Restoran Ayam Gepuk Express Tunjong, Kelantan
2	**KFC site, Pendang**	011/18/11	Kedah	3.4 km	**82**	60	Very Low	Ayam Gepuk Rumah PINK, Selangor
3	**KFC site, Kota Setar**	010/17/09	Kedah	8.3 km	**74**	14	Very Low	Artisan Behrang Residen, Perak
4	**KFC site, Johor Bahru**	162/49/09	Johor	4.8 km	**73**	17	Low	Ayam Gepuk Tok Mat Bandar Rimbayu, Selangor
5	**KFC site, Kuantan**	083/14/03	Pahang	4.2 km	**71**	56	Very Low	Ayam Gepuk Ibuk Bapak Sri Damai, Pahang
6	**KFC site, Kuching**	193/04/10	Sarawak	3.1 km	**71**	7	Very Low	Pak Gembus Sungai Besar, Selangor
7	**McDonald's site, Cameron Highlands**	078/01/12	Pahang	3.3 km	**67**	13	Very High	Artisan Slim River, Perak
8	**KFC site, Kerian**	058/11/13	Perak	3.0 km	**66**	25	Very Low	Ayam Gepuk Wak Jo Muar, Johor
9	**KFC site, Seremban**	131/27/10	Negeri Sembilan	9.0 km	**66**	9	Very Low	Hotspot Geng Gepuk Bestari Jaya, Selangor
10	**KFC site, Kulim**	018/35/19	Kedah	3.3 km	**66**	31	Low	Ayam Gepuk Adiwira, Perak
11	**KFC site, Hilir Perak**	073/49/15	Perak	6.7 km	**64**	13	Low	Dawood Cafe Senai, Johor
12	**KFC site, Kuala Krai**	031/40/11	Kelantan	4.5 km	**63**	54	Very Low	Ayam Gepuk AG Austin, Terengganu
13	**KFC site, Kinta**	071/46/10	Perak	5.9 km	**62**	55	Very Low	Bakmee, Selangor
14	**KFC site, Padang Terap**	007/07/12	Kedah	12.9 km	**60**	62	Moderate	Ayam Gepuk AG Tanah Merah, Kelantan
15	**KFC site, Miri**	219/74/01	Sarawak	4.3 km	**54**	0	Low	Ayam Gepuk Papa Jon Aeropod, Sabah
16	**KFC site, Selama**	056/05/13	Perak	6.7 km	**53**	54	Very Low	Ayam Gepuk Pak Aji Alam Impian, Selangor
17	**KFC site, Subis**	218/71/02	Sarawak	66.4 km	**53**	1	Very Low	Ayam Gepuk Pak Jep, Selangor
18	**Marrybrown site, Seberang Perai Tengah**	045/14/02	Pulau Pinang	4.3 km	**52**	18	Low	Ayam Gepuk Adiwira, Perak
19	**KFC site, Sipitang**	178/35/04	Sabah	45.1 km	**47**	16	Low	Ayam Gepuk Wan Lesot, Negeri Sembilan
20	**KFC site, Batang Padang**	077/57/12	Perak	12.6 km	**47**	21	Very Low	Pak Gembus Muar, Johor

The ranking measures resemblance only; this example uses no chain's sales, and a high lookalike far from any outlet says the neighbourhood resembles an outlet's, not that the market is proven. Lookalike: how close the site's catchment is to its five most similar established outlets (0–100). Fit: the site's place on the study's model as a percentile of existing outlets. Flood risk: the site's locality in our climate-risk index; it does not change a site's rank.

Two measures that disagree are a reason for a closer look, not a verdict: the Kota Setar, Johor Bahru and Kuching sites resemble individual outlets closely but sit low on the model, which weighs the whole network at once. Read the top as a shortlist, not a strict order: the list keeps one site per 1 km cluster, and in Kinta a KFC site (rank 13) scores 62 while a McDonald's 170 m away scores 87. The full list of 118, each with its dossier, is in the client version.

Sample dossier

KFC site, Marang 037/19/04

Rank 1 of 118. Marang district, Terengganu.

Lookalike	Fit	Nearest ayam gepuk	Flood and landslide risk
85 of 100	**84** th percentile	**11.7** km	**Very Low**

> **Shortlist for a site visit.** Its catchment is closer to its five nearest established outlets, led by two outlets 150 m apart in Tunjong, Kelantan, than 85% of established outlets are to theirs. Its overall profile ranks at the 84th percentile of existing outlets, so both measures agree.

A KFC in Marang town, on the coast south of Kuala Terengganu. Nearly every adult nearby is Malay, as at Tunjong, but the market is small: 14,632 residents within 2 km, fewer than four in five outlets have, and two-fifths of the circle is sea. A site visit has to judge whether the town's own trade is enough.

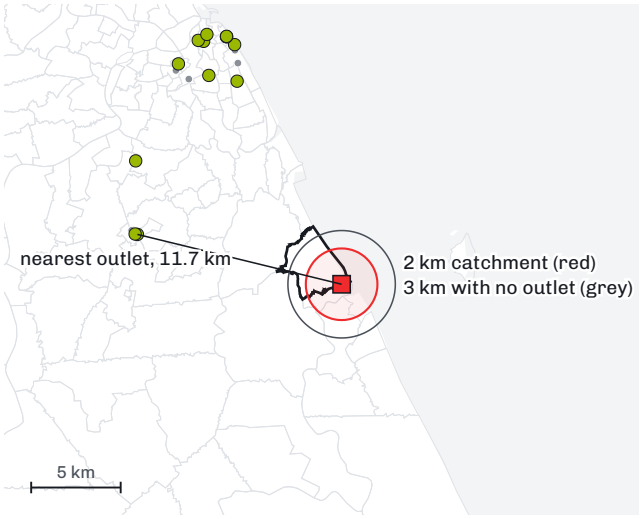


Figure 18. The site (red), its 2 km catchment and 3 km ring with no outlet, and its locality outlined.

Factor	This site	Restoran Express Tunjong, Kelantan	Pak Gembus Tunjung Kelantan	AG Kampung Raja, Terengganu	Median outlet
Adults aged 18–29	**31.6%**	30.9%	30.9%	29.7%	29.5%
Malay adults	**98.5%**	98.2%	98.1%	99.2%	58.0%
Fast-food outlets, 2 km	**1**	1	1	1	2
Residents, 2 km	**14,632**	16,306	17,091	13,281	35,802
Students enrolled, 2 km	**0**	0	0	0	547
Google reviews	not open	83 (exp. 90)	292 (exp. 510)	112 (exp. 110)	

The fast-food count leaves out the candidate site itself. Expected reviews come from the brand-and-catchment model.

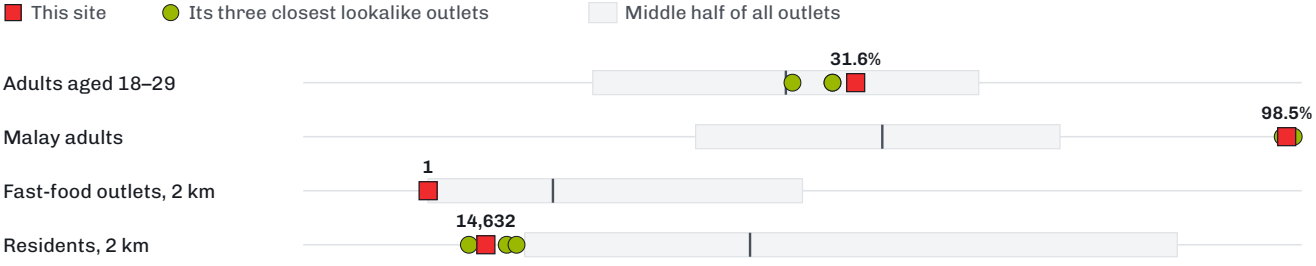


Figure 19. The candidate against its three closest lookalike outlets and the middle half of the network, factor by factor. Age and ethnicity count adult citizens per locality, area-weighted into the 2 km circle.

Google reviews a new outlet here could expect

About 880 if it opened as Top Global, 500 as Pak Gembus, 80 as Pak Gendut and 90 as another brand. The brand moves the figure far more than the site does.

Check on site before any lease

Rent, frontage and parking; passers-by at lunch and at dinner; the roads people actually use; stalls that are new or have closed since the Google Maps sweep.

How the study was built

Data, method and stated limits

Layer	Source	Grain	Date
Ayam gepuk outlets	Pak Gembus and Top Global locators, Artisan's outlet list, Pak Gendut's branch posters; every other brand from a Google Maps sweep	Point	Sep 2026
Fast-food benchmark	KFC, McDonald's and Marrybrown from OpenStreetMap, deduplicated within 50 m	Point	Sep 2026
Residents	WorldPop constrained population	100 m grid	2020
Age and ethnicity	Adult citizens, counts per locality, cells under 10 suppressed	Locality	2022
Household income	DOSM Household Income Survey, district median	District	2024
Students	MOHE higher-education statistics and private-institution register	Campus	2025–26
Public transport	data.gov.my GTFS timetables (Rapid KL, KTM, Rapid Penang, myBAS)	Stop	Sep 2026
Malls	OpenStreetMap building outlines; addresses checked by hand	Building	Sep 2026
Day and night population	One mobile operator's subscriber counts at their usual day and night cell	Locality	2014–15
Flood and landslide risk	AGA climate-risk index (climaterisk.analitik.my)	Locality	2021–25
Ingredient prices	KPDN PriceCatcher via manamurah.com	Premises	21 Sep 2026
Reviews and ratings	Google Maps listings (Places API)	Listing	28–29 Sep 2026

Method

Catchment. A 2 km circle around each outlet; locality counts are area-weighted into it.

Comparison. Each outlet ranked against fast-food outlets in its own state (Wilcoxon test), so no one region dominates.

Model. Logistic regression of ayam gepuk against fast-food sites, with state fixed effects and robust errors, to weigh all factors at once.

Performance. Log review count with chain fixed effects, standing in for sales.

Candidates. Fast-food sites with at least 3,000 residents within 2 km, by weighted distance to the five nearest established outlets; three or ten neighbours give almost the same order (rank correlation 0.97 and 0.95).

Limits we state up front

Catchments are 2 km circles; drive-time catchments are the next version.

Age and ethnicity count adult citizens in 2022; non-citizens are not counted, and students count at their home address.

Google reviews stand in for sales and grow with an outlet's age, which is unknown.

OpenStreetMap under-maps fast food in smaller towns; Google Maps listings can outlive a stall.

Nearby outlets share catchments, so p-values are optimistic.

How we check our own work

Every mall hit was checked by hand; shophouse blocks named "Kompleks" or "Plaza" were set aside.

43 outlets that sat at a postcode centre were re-placed from their street address or by a map check.

Matching outlets to their Google listings exposed 13 misplaced locations, which we corrected.

Wherever geography could skew a comparison, outlets are ranked within their own state or weighted to the same state mix.

No individual's record is used anywhere: age and ethnicity enter only as counts per locality. In every study, limits sit in the same section as the finding they qualify.

What a study for your chain adds

The same method, trained on your own outlets

Your sales as the target	Sites are ranked by what your best outlets have in common, not by resemblance to all of them.
Drive-time catchments	Mall and shop-lot outlets draw from different areas; a road-network catchment replaces the 2 km circle.
A cannibalisation check	Every shortlisted site is tested against your own network before you sign a lease.
Place against operations	With opening dates and staffing, we separate outlets held back by their site from outlets held back by how they are run.
Lunch against dinner	Split sales by meal to see whether the daytime or the residential crowd carries each outlet.

How a study runs

1. **You send your outlet list.** Add sales per outlet and opening dates if you have them.
2. **We profile every catchment** and compare you with your competitors, state by state.
3. **We score candidate sites:** your competitors' sites and any addresses you are weighing.
4. **You read the results on a private link:** the summary, the technical study and a dossier per site.

Tell us your brand, how many outlets you run and the decision in front of you: a new state, a shortlist of sites, or which outlets overlap.

Digital transformation through data analytics and artificial intelligence. Turning data into decisions, and intelligence into impact.

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