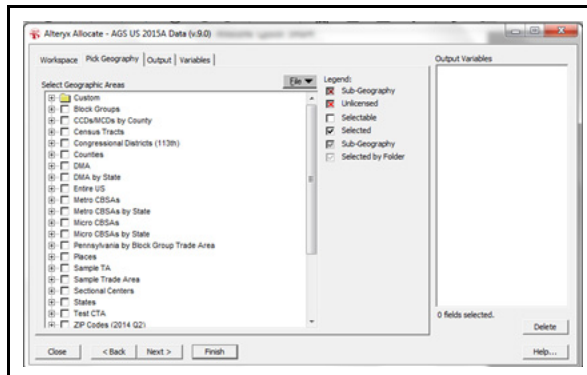
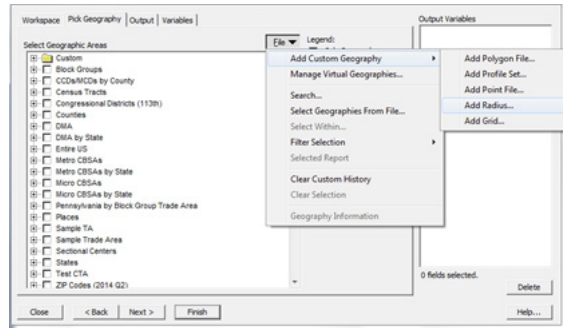

Allocate allows you to create a circular trade area.

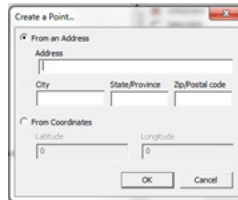
1. Open **Allocate**. The program defaults to the **Workspace** tab, but you want to select a geography, so click on the **Pick Geography** tab.



- Click on the **File** button. A small pop-up menu will appear. Click on **Add Custom Geography**. Click **Add Radius** from the list.

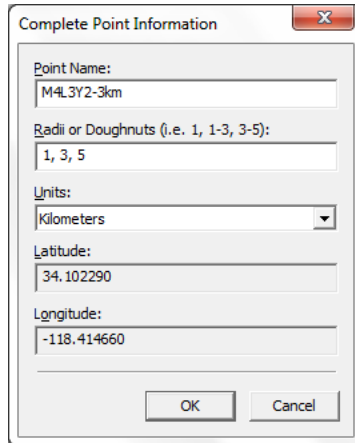


- The **Create a Point** window will appear. In the zip /postal code box, enter the zip/postal code. For Canadian postal codes, please make sure there are no spaces (eg. M4L3Y2). Once done, click **OK**.



- A new window **Complete Point Information** will appear. Enter a name for the trade area in the **Point Name** box. Example "M4L3Y2 – 3km".
 - The next box **Radii or Doughnuts** is where you enter the size (radius) of the circular trade area. If you want a trade area with a 3km radius, simply enter "3".
 - If you want three separate radii of 1, 3, and 5km, enter "1, 3, 5". If you want to be really accurate, you can enter "0-1, 1-3, 3-5". This will give you a 1km radius circle, and two doughnuts beyond that (1-3km and 3-5km).
 - The **Units** box is where you specify if the radii are in kilometers or miles. The default is km.
 - The final two boxes are simply the geographic latitude & longitude of the Postal Code you've chosen as your centre. Click **OK** and you will return to the original

Pick Geography tab. You will see that your circular trade area (3km around postal code M4L3Y2) has been added under the **custom** folder.



The image shows a dialog box titled "Complete Point Information" with a close button (X) in the top right corner. The dialog contains several input fields and a dropdown menu:

- Point Name:** A text box containing "M4L3Y2-3km".
- Radii or Doughnuts (i.e. 1, 1-3, 3-5):** A text box containing "1, 3, 5".
- Units:** A dropdown menu with "Kilometers" selected.
- Latitude:** A text box containing "34.102290".
- Longitude:** A text box containing "-118.414660".

At the bottom of the dialog are two buttons: "OK" and "Cancel".

