

1 Know your ACTUAL retail trade area


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1 Know your ACTUAL retail trade area

2 Using municipal boundaries for trade areas drastically undersells a market's retail potential

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4 Traditionally, drive-times and radials have been used to measure (and standardize) trade areas, but do not tell the full story

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1 Know your ACTUAL retail trade area

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Greenville
Walmart Supercenter
1-mile Radius Population: 3,943

3

Rank (South Carolina): #6
Average Monthly Visits: 231,838


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1 Know your ACTUAL retail trade area

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Greenville
Walmart Supercenter
1-mile Radius Population: 3,943

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Rank (South Carolina): #6
Average Monthly Visits: 231,838

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Camden
Walmart Supercenter
1-mile Radius Population: 257

5

Rank (South Carolina):
Average Monthly Visits:

6

1 Know your ACTUAL retail trade area

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Greenville
Walmart Supercenter
1-mile Radius Population: 3,943

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Rank (South Carolina): #6
Average Monthly Visits: 231,838

4



Camden
Walmart Supercenter
1-mile Radius Population: 257

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Rank (South Carolina): #7
Average Monthly Visits: 226,596

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1 Know your ACTUAL retail trade area


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Camden
2023 Population:
8,123

Retail Trade Area:
80,000+

SOUTH CAROLINA

Keep an inventory of available sites

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Do your Research

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Do your Research



CONVENIENT ACCESS MEANS HIGH TRAFFIC

We're particular about our locations because we need to provide convenience to our customers.

HERE'S WHAT WE LOOK FOR:

- Access to major roads
- High visibility
- Ample parking
- Low rent
- Low taxes
- Low crime
- Low competition
- Low overhead
- Low labor costs
- Low insurance
- Low utility costs
- Low property taxes
- Low zoning restrictions
- Low environmental impact
- Low noise
- Low air pollution
- Low water usage
- Low energy usage
- Low waste
- Low recycling costs
- Low disposal costs
- Low maintenance costs
- Low repair costs
- Low replacement costs
- Low depreciation
- Low obsolescence
- Low liquidation costs
- Low exit costs
- Low exit strategy
- Low exit plan
- Low exit timeline
- Low exit risk
- Low exit cost
- Low exit time
- Low exit effort
- Low exit stress
- Low exit anxiety
- Low exit depression
- Low exit anger
- Low exit sadness
- Low exit fear
- Low exit hope
- Low exit love
- Low exit respect
- Low exit dignity
- Low exit honor
- Low exit integrity
- Low exit justice
- Low exit mercy
- Low exit kindness
- Low exit compassion
- Low exit empathy
- Low exit understanding
- Low exit tolerance
- Low exit patience
- Low exit forgiveness
- Low exit grace
- Low exit mercy
- Low exit kindness
- Low exit compassion
- Low exit empathy
- Low exit understanding
- Low exit tolerance
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- Low exit forgiveness
- Low exit grace

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Do your Research

Questions you should ask:

- Expansion plans for your region?
- Which contact covers your market?
- Do they work with preferred developers?
- Looking to lease, buy, build-to-suit? Second generation
- Active franchisees in the area? Nearest franchisee?

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Get to Know Key Decision Makers

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Get to Know Key Decision Makers

Begin reach out to local and regional brokers and tenant reps to form relationships

Show knowledge by explaining WHY their brand is a fit for your community, based on criteria

Invite them to your market

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Get to Know Key Decision Makers




ICSC
RECON
RETAIL LIVE!

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Get Your Answers Ready

Get Your Answers Ready

Incentives



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Get Your Answers Ready


Density

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Get Your Answers Ready

Density



That trend toward more density and the accompanying shift in where people want to spend their time — not at home but out on trails and in parks or enjoying restaurants, shops and entertainment venues such density supports — is the driving force behind such major Mauldin projects as BridgeWay Station..."

Seth Duncan, City Administrator, Mauldin

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Get Your Answers Ready

Questions to think about...

- What is the planning and approval process like?
- How does your community communicate?
- How does zoning/ordinances affect development?
- Are you business friendly?

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Get Your Answers Ready




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Understand what's realistic

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Understand what's realistic



A photograph showing the interior of a Bloomingdale's store, featuring a checkered floor, a chandelier, and various retail displays.

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Understand what's realistic



A photograph showing the exterior of a Bloomingdale's store, featuring a large sign that reads "BLOOMINGDEALS" and "OPENING AT 10AM".

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Understand what's realistic

What is your community a fit for?

- Demographics (population, incomes, etc..)
- Store Spacing
- Real Estate
- Retail Development Stage / Tier

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Understand what's realistic



Why Big Brands like Chipotle are Opening in Small Towns, etc. etc. @Chipotle

One out of five new locations will be in cities with a population **under 40,000!**

1. Know Your Trade Area
2. Keep Sites Inventory
3. Do Your Research
4. Get to Know Decision Makers
5. Get Your Answers Ready
6. Understand What's Realistic



Questions?

Charles Parker
Project Director
662-231-9078
cparker@theretailcoach.net

Resources



