



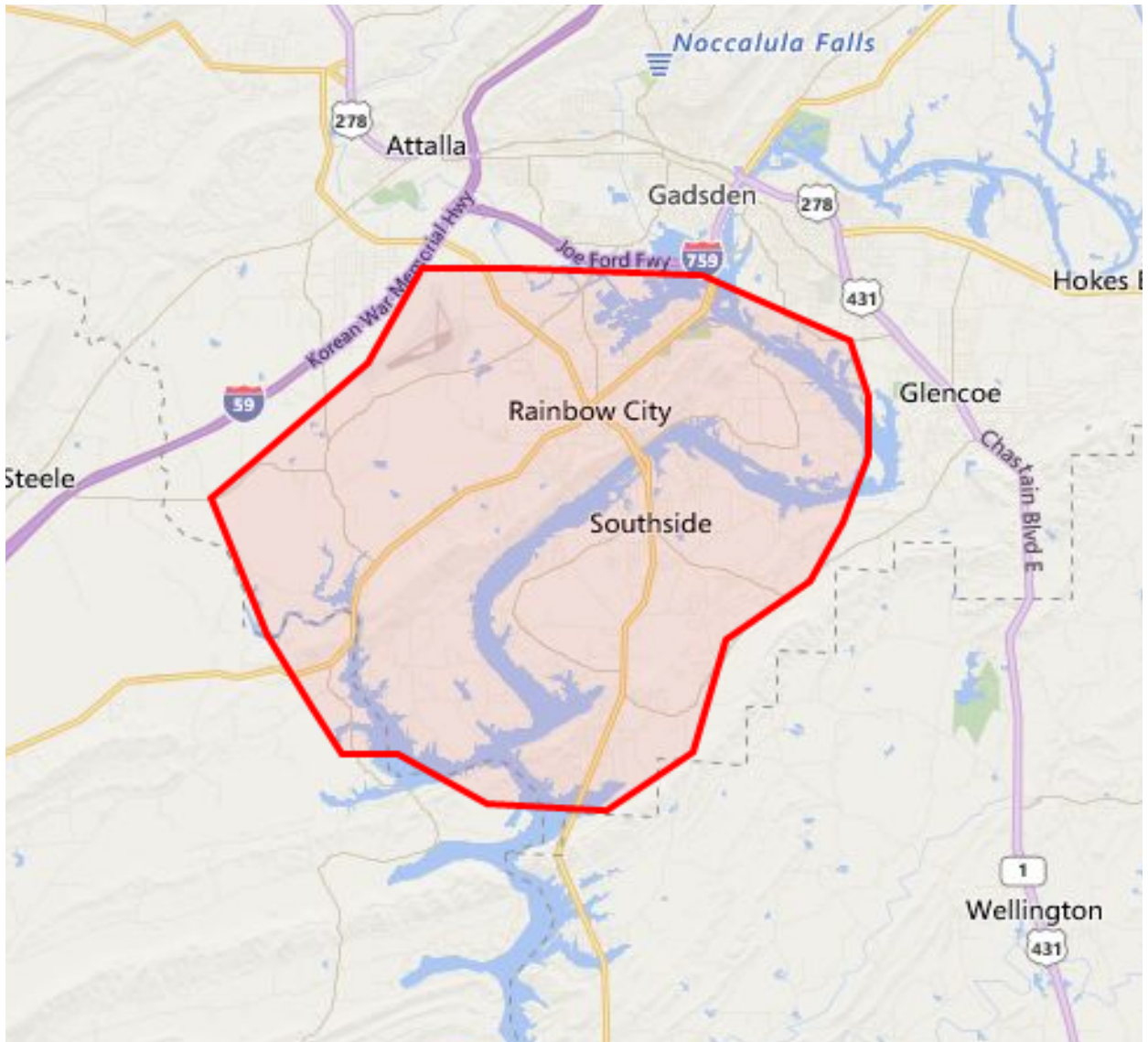
## Customized Trade Area

Each retailer has a specific formula of market criteria they use to determine if they will have a profitable store. Understanding your trade area is extremely important because it sets the parameters for measuring demographic criteria and spending potential sought by retailers.

Municipal boundaries, radius rings, and drive times are a start to evaluating this information. However, these predefined boundaries are unable to take into account the unique aspects affecting the pulling power and local geography of your community. For these reasons, a customized trade area is the next step to analyzing a market.

A trade area is the geographic area from which a community attracts the majority of its customers. We define your primary trade area by the base of consumers likely to shop and eat in the market at least once a month. Your primary trade area has been created by combining mobile tracking data with other factors such as: current retail mix in your community, traffic patterns, destination attractions, and proximity to competing markets.

The time and distance consumers are willing to travel to shop is not “one size fits all.” Retailers will analyze trade areas differently by accounting for existing store locations, competition within their retail category, and convenience.





## Customized Retail Category GAP Analysis Winn Dixie CTA

