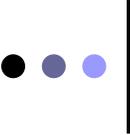


● ● ● | Retail Location Analysis:
An Award Winning Proposal for
Locating a Winning Franchise
Restaurant

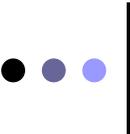
Lauren Skinner Beitelspacher, PhD
University of Alabama at Birmingham

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Overview

- Marketplace Analysis
 - Industry overview
 - Target market
 - 4 P's
 - Competitive Analysis
- Location Analysis
 - Simply Map
 - Retail Trade Area
 - Site Selection



Marketplace Analysis

- Industry overview
 - 1992-2005: Fast food sales grew at an average annual rate of about 5%
 - 2001-2004: Fast-casual restaurant sales grew at an average annual rate of about 12%
 - Fast food offering innovative locations: kiosks, carts, airports, gas stations, mass merchandisers

Marketplace Analysis

- Industry Overview
 - Economic factors
 - Families face recession
 - Cost-benefit analysis
 - Socio-demographic factors
 - Dual income families
 - Time starved consumers
 - Nutrition needs changing
 - Global factors
 - US- market saturation
 - International expansion

Marketplace Analysis

- Target Market
- Primary
 - Age: 25-45
 - Lunch
 - Professional/ Technical Services
 - Annual Household Income \$50K to \$150K
 - Value- convenience, health benefits, costs
- Secondary
 - Event planners
 - Catering
 - Professional Services
 - Value- convenience, delivery, quality





Marketplace Analysis

- Product
 - Sub-sandwiches
 - Deli-sliced at counter
 - Environment
- Place
 - 140 in Western U.S.
 - 200 by 2011
 - Close vicinity to office parks and recreation centers
- Price
 - \$3.00- \$13.00
 - No drive thru
 - Made-to order
- Promotion
 - Local advertising
 - Corporate advertising
 - Coupon program



Marketplace Analysis

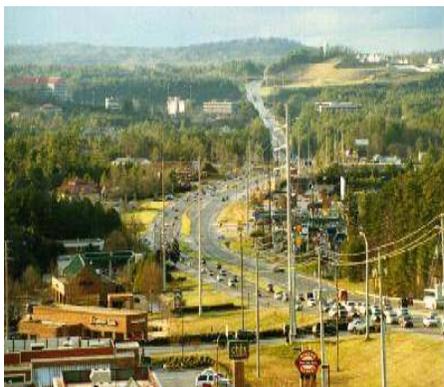
Competitive Analysis

Rank	2001	2003	2005	2006	2008
1	Subway	Subway	Subway	Subway	Subway
2	Quizno's	Quizno's	Quizno's	Quizno's	Blimpi
3	Blimpi	Togo's Eatery	Firehouse	Mr.Submarine	Firehouse
4	Jersey Mike's	Blimpi	Penn Station	Firehouse	Lenny's
5	Cousins Subs	Penn Station	Cousins Subs	Penn Station	Port of Subs
6	Mr. Hero	Port of Subs	Port of Subs	Beallacino's Pizza & Grinders	Beallacino's Pizza & Grinders
7	Port of Subs	Mr.Goodcents	Mr.Goodcents	Port of Subs	Spice Pickle
8	Togo's Eatery	Mr.Hero	Mr.Hero	Mr.Hero	Zero's Subs
9	Mr.Goodcents	Cousins Subs	Jerry's Subs & Pizza	New York NY Fresh Deli	D'Angelo Grilled Sandwiches
10	Zero's Subs	Larry's Giant Subs	N/A	N/A	N/A

● ● ● | Location Analysis

- Objective
 - Target Market
 - Age, income, lifestyle characteristics
 - Convenience
 - Competitive
 - Value Creation
 - Delivery of the marketing mix

● ● ● | Location Analysis

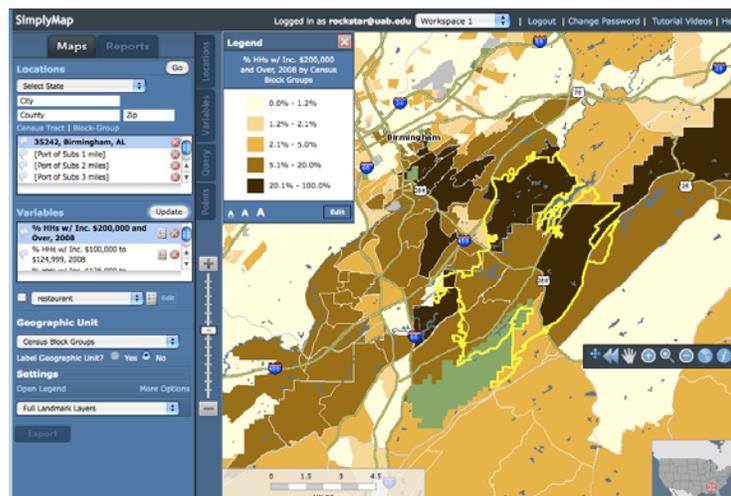


- Highway 280 Corridor
- 2000-2007: 23.7% growth rate
- Average household income: \$109,629
- 40% of area is college educated

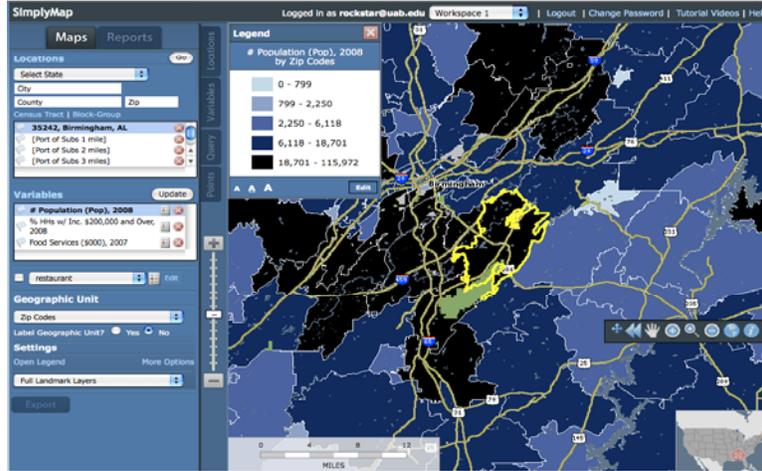
Location Analysis

- Simply Map
 - **SimplyMap is an award-winning web-based mapping application that changes the way people use and interact with complex data. SimplyMap enables non-technical users to quickly create professional quality thematic maps and reports using extensive demographic, business and marketing data. SimplyMap turns complex data into valuable information that is easily accessed through an innovative and user-friendly interface.**
- Shopping Center Group
- Bayer Properties

Location Analysis Retail Trade Area



Location Analysis Retail Trade Area



Location Analysis Retail Trade Area

Variables	35242 Birmingham, AL	ALL OF USA
% Education, Associate Degree, 2007	4.91%	6.50%
% Education, College, 2007	39.29%	16.80%
% Education, Graduate Degree, 2007	18.93%	9.39%
% Education, Some College, 2007	20.44%	22.47%
# Employment, Blue Collar, 2007	2,094	33,119,685
% Employment, Blue Collar, 2007	8.75%	23.42%
# Employment, White Collar, 2007	20,237	86,749,348
% Employment, White Collar, 2007	84.60%	61.36%
% Families, Married w/ Children Under 18, 2007	40.59%	33.23%
% Pop, 18 to 24 Years, 2007	8.24%	10.20%
% Pop, 25 to 34 Years, 2007	14.78%	13.42%
% Pop, 35 to 44 Years, 2007	17.00%	14.40%
% Pop, 45 to 54 Years, 2007	17.37%	14.10%
# Population (Pop), 2000	33,806	281,421,906
# Population (Pop), 2007	43,060	300,876,796
Population Forecast (2012/2007), 2007	17.11%	4.73%
Population Growth (2007/2000), 2007	27.37%	6.91%

Location Analysis Retail Trade Area

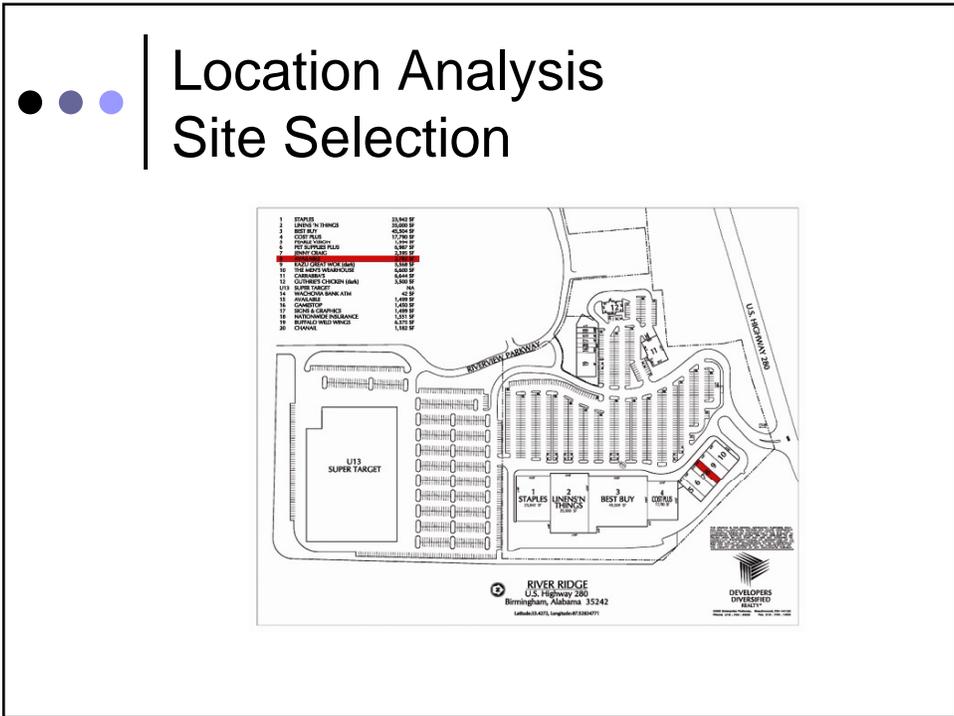
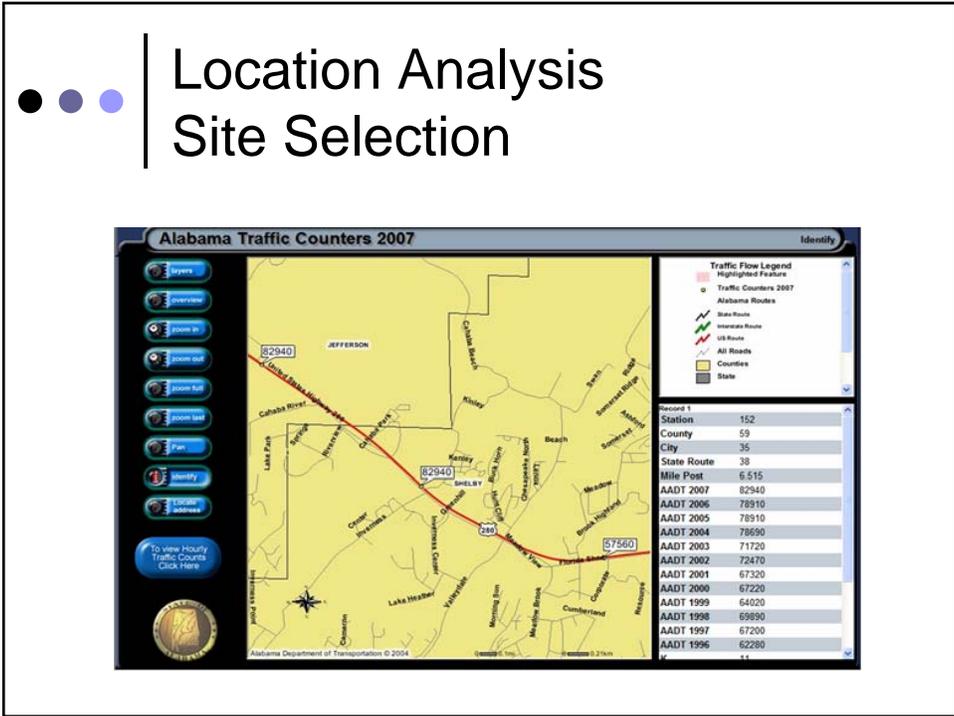
Locations	% Families, Married w/ Children Under 18, 2007	EASI Total Crime Index (US Avg=100), 2007	HH Inc., Average (\$), 2007	HH Inc., Median (\$), 2007	HH Inc., Per Capita (\$), 2007	Recent Movers (Mkt Segment), 2007
35242, Birmingham, AL	40.59%	35	\$109,629.00	\$83,097.00	\$45,048.00	193
84790, Saint George, UT	35.44%	31	\$64,131.00	\$49,444.00	\$22,423.00	173
83709, Boise, ID	38.68%	33	\$69,740.00	\$61,748.00	\$24,723.00	126
97701, Bend, OR	32.56%	69	\$64,537.00	\$50,141.00	\$26,502.00	193
98229, Bellingham, WA	30.61%	70	\$64,727.00	\$51,125.00	\$27,465.00	189
89521, Reno, NV	32.87%	77	\$77,779.00	\$66,028.00	\$32,383.00	194
89108, Las Vegas, NV	30.11%	79	\$59,715.00	\$49,016.00	\$22,218.00	182
93308, Bakersfield, CA	31.51%	84	\$52,674.00	\$37,504.00	\$20,731.00	182
93720, Fresno, CA	41.33%	88	\$83,126.00	\$67,617.00	\$32,012.00	186
89118, Las Vegas, NV	24.55%	95	\$57,514.00	\$46,319.00	\$26,305.00	199
93727, Fresno, CA	34.46%	97	\$49,711.00	\$35,552.00	\$16,203.00	90
89502, Reno, NV	30.60%	100	\$49,216.00	\$38,842.00	\$20,374.00	188
85281, Tempe, AZ	26.48%	105	\$41,184.00	\$32,629.00	\$16,983.00	195
93309, Bakersfield, CA	30.81%	106	\$59,061.00	\$44,412.00	\$23,717.00	180
85050, Phoenix, AZ	37.70%	131	\$80,530.00	\$70,009.00	\$32,046.00	193
85043, Phoenix, AZ	43.00%	136	\$41,846.00	\$34,508.00	\$12,435.00	104
89032, North Las Vegas, NV	37.61%	141	\$66,884.00	\$60,265.00	\$21,998.00	165
ALL OF USA	33.23%	92	\$66,816.00	\$49,565.00	\$25,924.00	100

Location Analysis Retail Trade Area

Variables	35242, Birmingham, AL	ALL OF USA
% HHs Visiting - Fast Food & Drive-In Restaurants: Total Users: Number of Times/Last 30 Days: 9+, 2007	45.22%	44.90%
% HHs Visiting - Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Blimpie Subs & Salads, 2007	2.35%	2.28%
# HHs Visiting - Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Blimpie Subs & Salads, 2007	415	2,661,676
# HHs Visiting - Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Panera Bread, 2007	1,818	11,240,596
% HHs Visiting - Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Panera Bread, 2007	10.28%	9.63%
# HHs Visiting - Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Quizno's, 2007	2,155	13,461,502
% HHs Visiting - Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Quizno's, 2007	12.18%	11.53%
% HHs Visiting - Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Schlotzsky's Deli, 2007	2.98%	2.82%
# HHs Visiting - Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Schlotzsky's Deli, 2007	527	3,291,269
% HHs Visiting - Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Subway, 2007	35.66%	35.00%
# HHs Visiting - Fast Food & Drive-In Restaurants: Visited In Last 6 Months: Subway, 2007	6,310	40,853,166

Variables	35242, Birmingham, AL	ALL OF USA
Breakfast at fast food, take-out, delivery (\$000), 2008	2,236	13,198,391
Breakfast at fast food, take-out, delivery (HH Avg), 2008	124	112
Catered affairs (\$000), 2008	1,977	9,317,706
Catered affairs (HH Avg), 2008	110	79
Dinner at fast food, take-out, delivery (\$000), 2008	6,937	41,054,071
Dinner at fast food, take-out, delivery (HH Avg), 2008	385	349
Food (\$000), 2008	133,338	754,770,246
Food (HH Avg), 2008	7,402	6,420
Food away from home (HH Avg \$), 2007	\$3,113.64	\$2,696.57
Food away from home (HH Avg \$), 2012	\$4,150.57	\$3,549.88
Lunch at fast food, take-out, delivery (\$000), 2008	7,745	44,940,273
Lunch at fast food, take-out, delivery (HH Avg), 2008	430	382
Meals at restaurants, carry-out and others (\$000), 2008	50,613	277,958,622
Meals at restaurants, carry-out and others (HH Avg), 2008	2,809	2,364
Snacks at fast food, take-out, delivery (\$000), 2008	2,444	13,247,133
Snacks at fast food, take-out, delivery (HH Avg), 2008	136	113

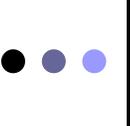






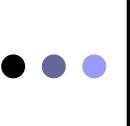
● ● ● | Location Analysis
Site Selection

Two photographs of a commercial building and its parking lot. The top photo shows a close-up of the building's entrance with a tree in the foreground. The bottom photo shows a wider view of the building with signs for 'JIMMY CRAIG' and 'PET SUPPLIES' and a parking lot with several cars parked.



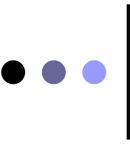
Marketing Plan Birmingham Location

- Target Market
 - Primary Focus- Lunch
 - Secondary Focus- Online and Catering



Marketing Plan Birmingham

- Product
 - Sub-sandwiches
 - Deli-sliced at counter
 - Environment
- Place
 - Capitalize on office location
 - Capitalize on east-bound traffic
- Price
 - \$3.00- \$13.00
 - Tailgating Packages
- Promotion
 - GRAND OPENING
 - Local advertising
 - Coupon program
 - Facebook



o WHERE IS PORT OF SUBS NOW?