2018 RETAIL RECRUITMENT & RETENTION SOLUTION

MARGATE, FL

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OBJECTIVE

Margate FL's, Objectives Are:

- Understand its retail economic condition and seek an actionable program to recruit new retailers.

Buxton Solution:

- Buxton's retail recruitment solution identifies specific retailers who seek a market with household purchasing habits just like yours and provides custom pursuit packages for up to 20 of these retailers each year.

- This solution is a marketing strategy that enables community leaders to immediately implement a retail development program targeting new retail growth as well as retaining existing business.

PROJECT STATUS

Process Outline

Status

Your Unique Thumbprint

Complete: Results Provided

- Drive-Time Trade Area
- Consumer Market Assessment

Target Retailer Identification

Complete: Results Provided

- Consumer Profile Match Process
- Retail Market Conditions

Implementation

In Process

- Pursuit Packages
- Contact Information
- Engagement letters

RETAIL THUMBPRINT

CONSUMERS + **DRIVE-TIME TRADE AREA** = **YOUR RETAIL TRADE AREA'S UNIQUE THUMBPRINT**

RETAIL THUMBPRINT

YOUR RETAIL TRADE AREA'S UNIQUE THUMBPRINT

+

RETAIL MARKET CONDITIONS

=

TARGET RETAILER IDENTIFICATION

RETAIL MARKET CONDITIONS

COMPETITION

- Competition by Retail Category
  - Proximity
  - Trade Area Overlap

- Competition VS demand ratio

- Retail Leakage and Supply Analysis

AREA DRAW

- Grocery Stores
- Big Boxes
- Malls
- Restaurants
- Fast Food
- Gross Leasable Area
- Schools and Colleges
- Physicians
- Large Businesses
- Healthcare
- Hotels
- Sporting Arenas
- Casinos

ACCESSIBILITY

- Road Score

- Traffic

- Distance to Nearest Highway

- Distance to Nearest Interstate