

# MULTI-STORE STRATEGY

Determine multi-store strategies for major markets and the degree of cannibalism on existing stores.

Opportunity: Chelsea

Opportunity: Midtown East

Existing: Murray Hill

Opportunity: Madison Square Park

Existing: Meat Packing

Opportunity: Gramercy

Existing: Flatiron

Opportunity: East Village

Opportunity: West Village

Opportunity: Greenwich Village

# NATIONWIDE MARKET EXPANSION

*Rank potential markets based on desired demographic variables.*

	City/Town	Final Average Rating	Bachelor's Degree +	Total Households	Household Income \$75,000+	% Household Income \$75,000+	Median Household Income	White Collar
	<i>Weighting</i>		<i>20%</i>	<i>20%</i>	<i>20%</i>	<i>15%</i>	<i>15%</i>	<i>10%</i>
1	Culver City, CA	8.00	116,853	372,615	205,456	40.65%	\$277,105	549,985
2	Lincoln Park, IL	7.22	198,006	393,006	292,354	38.59%	\$197,411	463,256
3	Dallas, TX	7.22	202,169	32,327	15,019	35.82%	\$190,999	70,784
4	Boston, MA	7.22	40,314	453,354	352,689	36.58%	\$255,039	816,034
5	Pasadena, CA	7.22	303,442	47,307	25,085	40.10%	\$200,885	123,854
6	Anaheim, CA	7.11	488,873	528,192	465,287	38.21%	\$295,204	121,656
7	Paramus, NJ	7.00	94,784	104,283	65,432	44.87%	\$226,212	489,653
8	Boulder, CO	7.00	161,581	181,633	85,632	36.54%	\$212,433	234,589
9	Philadelphia, PA	7.00	626,591	38,278	12,765	33.52%	\$234,049	715,486
10	Bethesda, MD	6.89	25,492	132,793	78,534	35.76%	\$204,514	634,851
11	Las Vegas, NV	6.89	63,546	267,837	197,856	40.51%	\$243,426	254,963
12	Houston, TX	6.89	503,765	274,188	205,631	34.73%	\$223,327	863,210
13	Chestnut Hill, MA	6.89	82,179	42,636	25,984	36.70%	\$180,898	489,123
14	Irvine, CA	6.89	483,606	473,255	383,648	37.69%	\$351,731	512,784
15	Arlington, VA	6.89	25,017	51,935	38,645	35.90%	\$199,061	463,258
16	Minneapolis, MN	6.78	54,533	96,623	81,479	39.16%	\$389,230	864,213
17	Phoenix, AZ	6.78	192,518	102,734	82,648	41.36%	\$267,917	634,587
18	Huntington, NY	6.78	71,153	130,367	89,645	40.90%	\$270,254	124,935
19	Georgetown, DC	6.78	221,322	205,592	142,369	37.23%	\$351,368	740,256
20	Tyson's Corner, VA	6.78	46,507	656,892	598,642	40.05%	\$262,708	100,235

# CUSTOM CLIENT SALES ANALYSIS

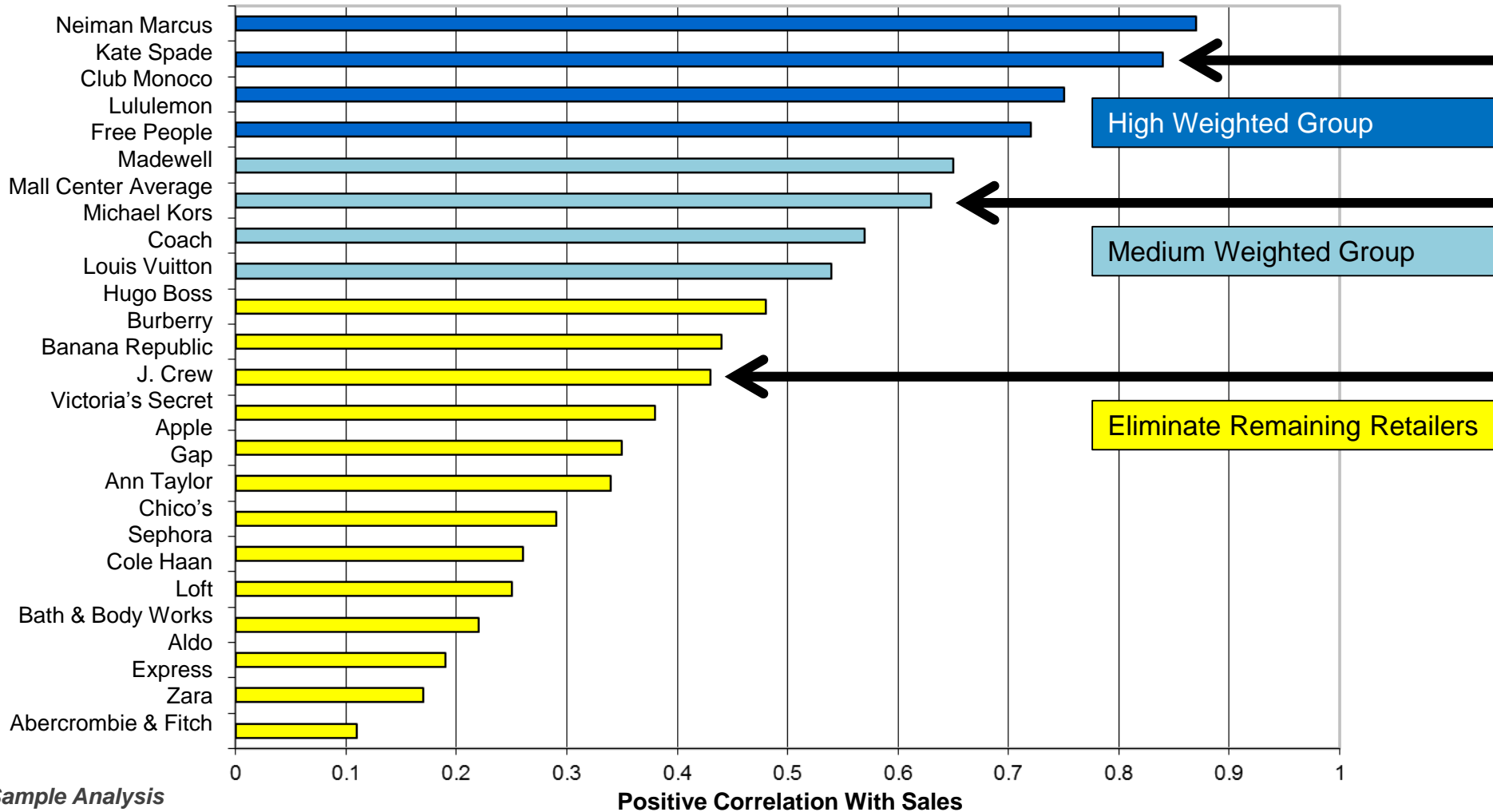
Climate	Warm	Hybrid	Cold
<b>No. of Stores</b>	<b>19</b>	<b>14</b>	<b>18</b>
Average Sales - Actual	\$ 2,286,032	\$ 1,827,464	\$ 2,067,027
Average Sales - Projected	\$ 2,177,616	\$ 1,687,827	\$ 1,727,709
Like for Like Year Comps	-0.3%	-5.2%	-5.4%
Average Sales PSF - Actual	\$ 1,347	\$ 1,073	\$ 1,230
Average Sales PSF - Projected	\$ 1,255	\$ 1,069	\$ 961
Like for Like Year Comps PSF	-6.8%	-9.5%	-21.9%

***Determine if client sales performance is impacted by specific market criteria or factors.***

Warm Weather Stores	Hybrid Stores	Cold Weather Stores
Florida #1	Southeast #1	Northeast #1
Florida #2	Southeast #2	Northeast #2
Florida #3	Southeast #3	Northeast #3
Florida #4	Southeast #4	Northeast #4
Florida #5	Southeast #5	Northeast #5
Florida #6	Southeast #6	Northeast #6
Florida #7	Southeast #7	Northeast #7
Florida #8	Atlantic #1	Northeast #8
Southwest #1	Atlantic #2	Northeast #9
Southwest #2	Atlantic #3	Mid-West #1
Southwest #3	Northwest #1	Mid-West #2
Southwest #4	Northwest #2	Mid-West #3
Southern CA #1	Central West #1	Mid-West #4
Southern CA #2	Central West #2	Mid-West #5
Southern CA #3		Mid-West #6
Southern CA #4		Mid-West #7
Southern CA #5		Mid-West #8
Southern CA #6		Mid-West #9
Southern CA #7		

# REGRESSION ANALYSIS- RETAIL HOT BUTTONS

*Compare client sales to co-tenant sales and measure the tenants with highest correlating sales to predict new store performance. This will create a client profile for successful expansion into new markets.*

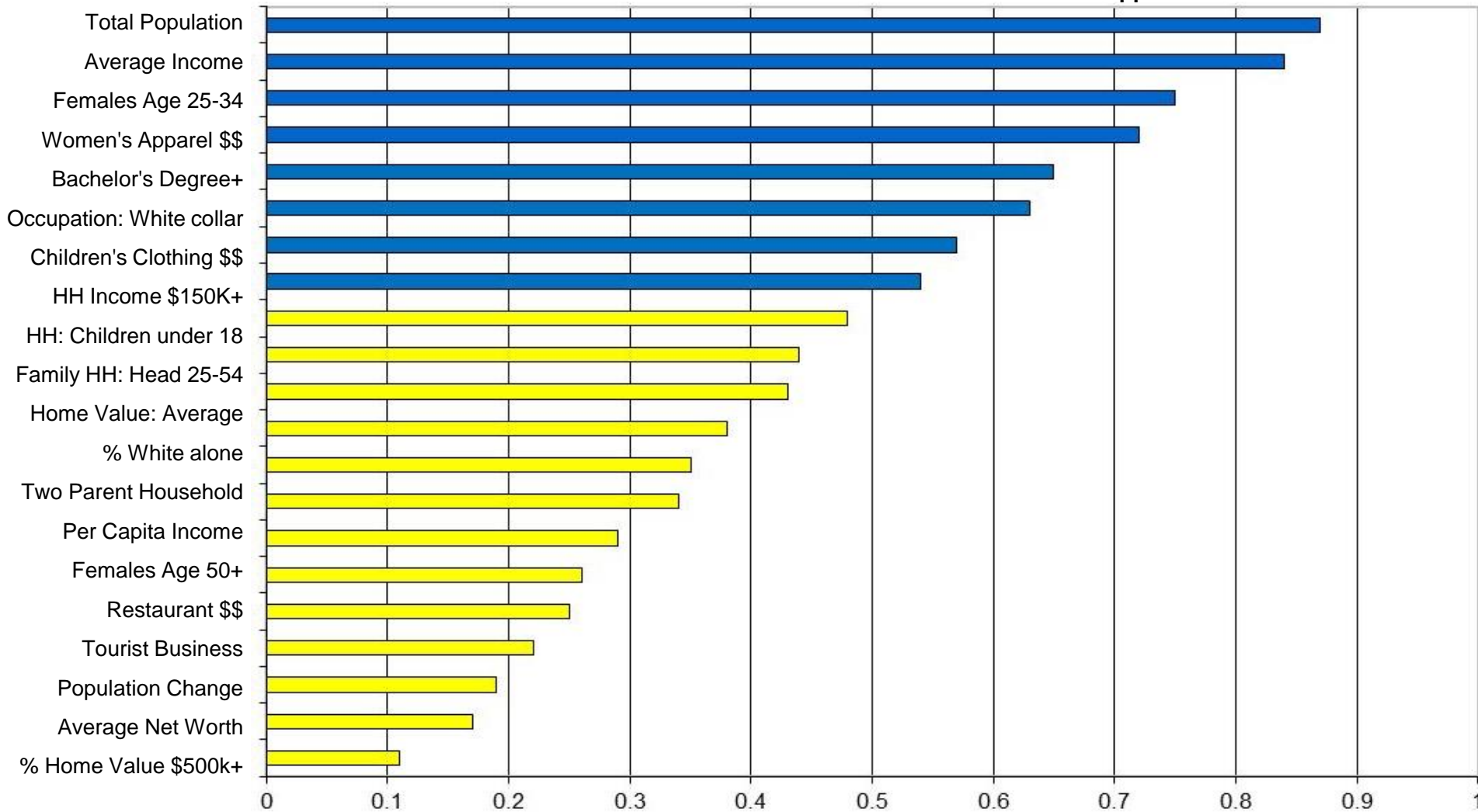




# REGRESSION ANALYSIS- RETAIL HOT BUTTONS

***Determine how certain variables affect retail sales. This will create a client profile for successful expansion into new markets.***

**Children's Apparel Client Trade Area Profiles**



**Sample Analysis**

**Positive Correlation With Sales**