Utilizing a strategic approach to determine where your market can support sustainable growth is the key to focused retail recruitment

Retail Strategies' approach to retail recruitment begins by identifying four focus retail categories. Using a process that combines: market supply and demand, peer community comparison, industry insight, as well as our own experience and intuition, we are able to identify the specific categories of retail where your market is most likely to support growth. However, it is important to keep in mind that our outreach on behalf of your community will never be strictly limited to retailers within the resulting categories. Our strategic approach to identifying your focus categories can be broken down into the following 3 steps:

Step 1: Gap Analysis

Preforming a gap analysis is the first step because it provides a direct comparison between annual retail sales and consumer spending on a categorical level.

Retail Strategies uses STI: Market Outlook to provide accurate and reliable supply-demand insight used to identify the consumer demand gaps in your trade area. The data for STI: Market Outlook is derived from annual retail sales and expenditures from the following three major sources of information: **U.S. Bureau of Labor Statistics' Consumer Expenditure (CE) Survey** - Demand data is derived from this source. **U.S. Census Bureau's Census of Retail Trade (CRT) reports** - These annual and monthly reports contribute to Market Outlook's supply data. **U.S. Census Bureau's Economic Census** - Supply data is also derived from this source, which provides an even more detailed view than the CRT reports. Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS).

Step 2: Peer Analysis

Identification and comparison of similar communities to measure your retail base and identify opportunities from a categorical perspective is the next step in our process.

Our Peer Analysis begins by running a demographic profile based on a specified drive-time from the major retail node in your market. Then comparing certain variables (i.e. residential population, daytime population, median household income, and market supply) to the same drive-time geography from the major retail node in other markets within your region of the country. Taking it a take it a step further we then assess the retail currently located within the peer markets with the retail as it exists in your market today. The last step of this phase is to preform a void analysis to identify the specific retailers located within those markets that are not currently located within Cisco.

Step 3: What We Know

Our approach would not be complete without this last step. This is because if we were to base our efforts solely on what the data tells us we would be leaving out the many variables influencing retailers actual growth aspirations. Retailer's strategies are constantly changing and our team is actively tracking expansions and closures of retailers on a national, regional and local level. By monitoring the latest as it relates to these important industry trends we are able to combine what the data tells us with real world insight to focus on expanding concepts looking for markets just like yours.
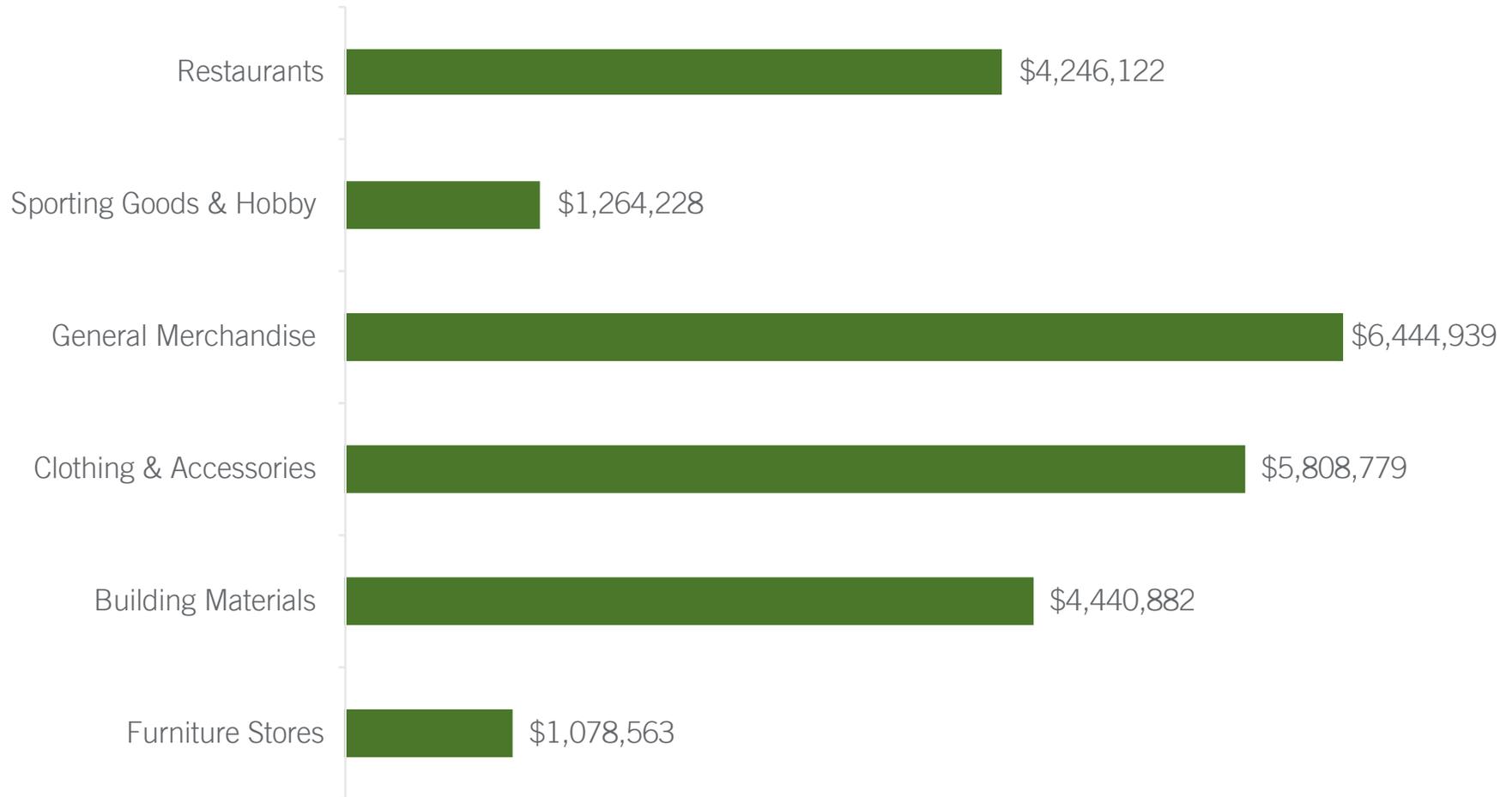
Discover: Peer Analysis

CITY COMPARISON REPORT
10 Min Drive Time

City	State	Residential Pop	Employed Daytime Population	Median Household Income	Market Supply
Cisco	**TX**	**5,123**	**3,777**	**$42,629**	**$241,759,239**
Grove	OK	7,203	3,708	$39,125	$206,175,649
Pauls Valley	OK	8,162	5,762	$43,451	$468,822,337
Ruidoso	NM	8,414	4,344	$44,491	$203,842,959
Schulenburg	TX	6,135	4,024	$44,210	$187,705,217
Lone Star	TX	7,855	4,177	$40,594	$273,686,640
Hughes Springs	TX	8,832	4,210	$39,907	$273,354,278
Ruidoso	NM	7,832	3,373	$46,435	$150,253,253
Vinton	LA	5,520	2,541	$39,106	$234,136,232