



retail strategies



SUCCESS

AUGUSTA, GEORGIA



Which Wich,
Dunkin Donuts



Retail Recruitment,
Site Selection



1 year,
9 months



Estimated Job Creation

16



Estimated Economic Impact

\$72,000

2% tax base



THE STORY

Retail Strategies made contact with representatives from Which Wich and Dunkin Donuts in 2014. The market was approved by the franchisee and corporate at both companies and Retail Strategies shared several sites to the real estate director(s) to identify where they may be best positioned. A final site was chosen and a local brokerage group put together the 3,400 SF multi-tenant development in downtown Augusta. Both businesses became operational late 2015.



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