



retail strategies

Webinar Series August 2016: Pets

Webinar Series 2016

There's a lot of potential here.

Webinar Series 2016: Pets





WEBINAR: Pets



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retail strategies



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Petsense, LLC



Why Should a Municipality Invest Resources in Retail?



**Increase Tax
Revenue**

**Attract
Desired
Businesses**

**Improve
Quality of
Life**

**Create
Jobs**

National Overview of Trends



Pet Stores are in Growth Mode



Pets 2016 Planned Expansion

RETAILER NAME	CURRENT STORE COUNT	FORECAST NEW STORES (NEXT 12 MOS)	MIN SF	MAX SF	AREAS OF EXPANSION
Camp Bow Wow	150	10	4,000	10,000	Western U.S.
Chuck and Don's Pet Food Outlet	31	2	3,500	5,000	Active in CO, MN.
Dover Saddlery	25	5	3,000	12,000	National expansion plans
Jack's Pets	30	2	5,000	6,000	Active in the Midwest.
Kahoots Pet Store	22	1	5,000	10,000	Southern CA
Kriser's Natural Pet	30	2	2,200	2,500	CA
Pet Food Express	54	2	5,000	7,000	CA
Pet Supermarket	154	15	7,000	9,000	Southeastern U.S.
Pet Supplies Plus	330	35	8,000	10,000	Active in Midwest and Southeastern U.S.
Pet Valu	403	20	2,800	3,600	Active in the Northeast.
Petco (also Unleashed by Petco)	1,406	45	10,000	15,000	U.S. national expansion plans
Petland	131	15	2,000	6,000	National expansion
PetSense	131	25	5,000	8,000	National Expansion
PetSmart	1,444	50	6,000	28,000	National expansion
Wild Bird Center	32	10	1,400	1,800	National expansion
Wild Birds Unlimited	200	15	1,400	2,400	IN-based, franchise-driven chain that is active in most U.S. markets (and some Canadian) in upscale shopping centers.
Woof Gang Bakery	60	16	1,000	2,500	Currently active in Southeastern U.S. and TX, but expanding to new territories. Looking for national growth via franchisees.

Ambition, Meet Strategy

Guest Speaker



Guest Speaker



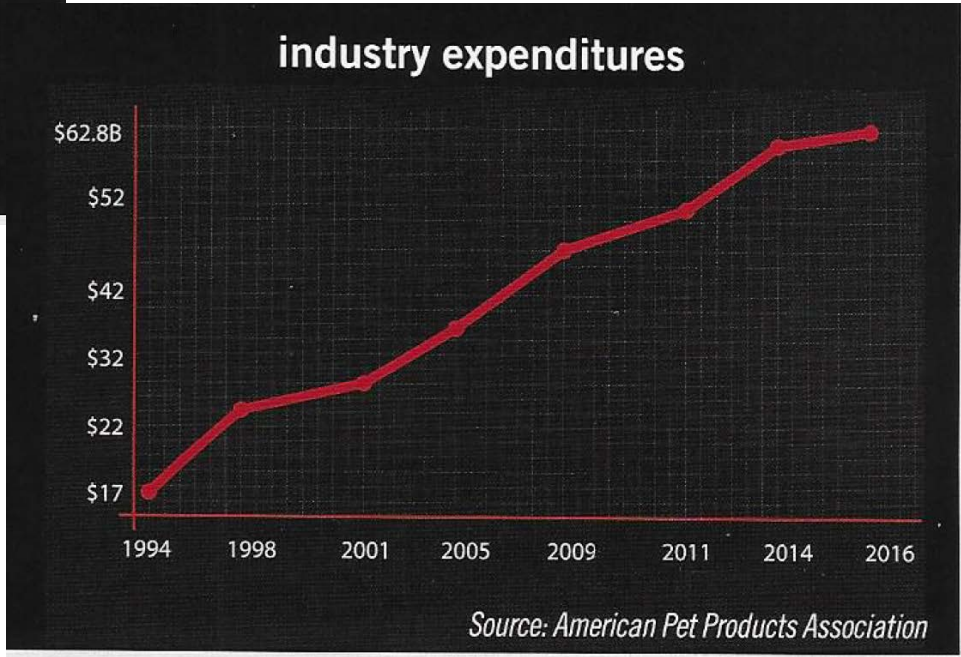
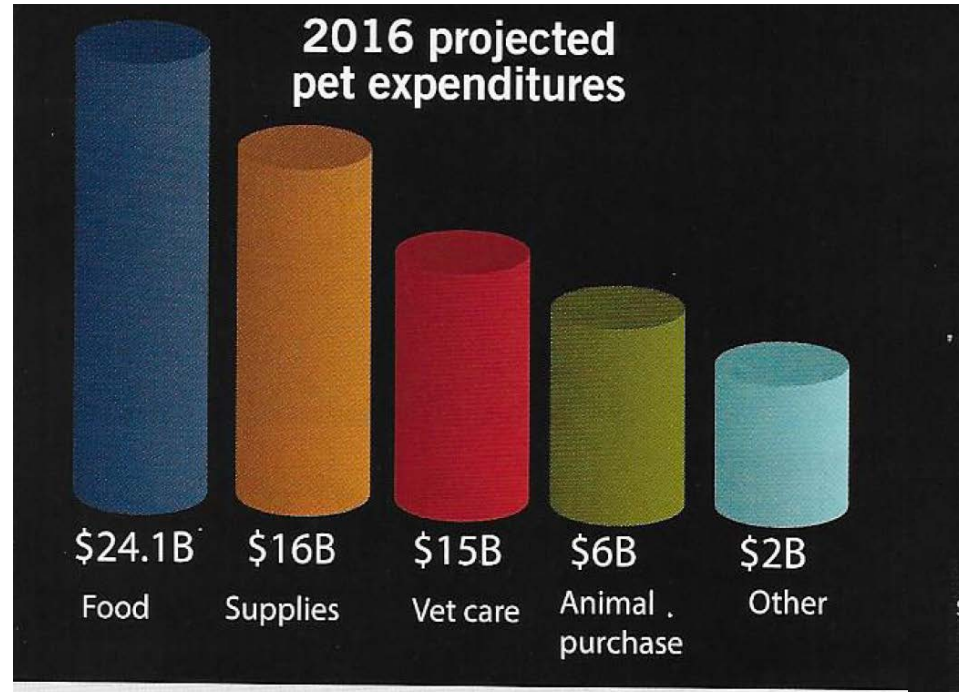
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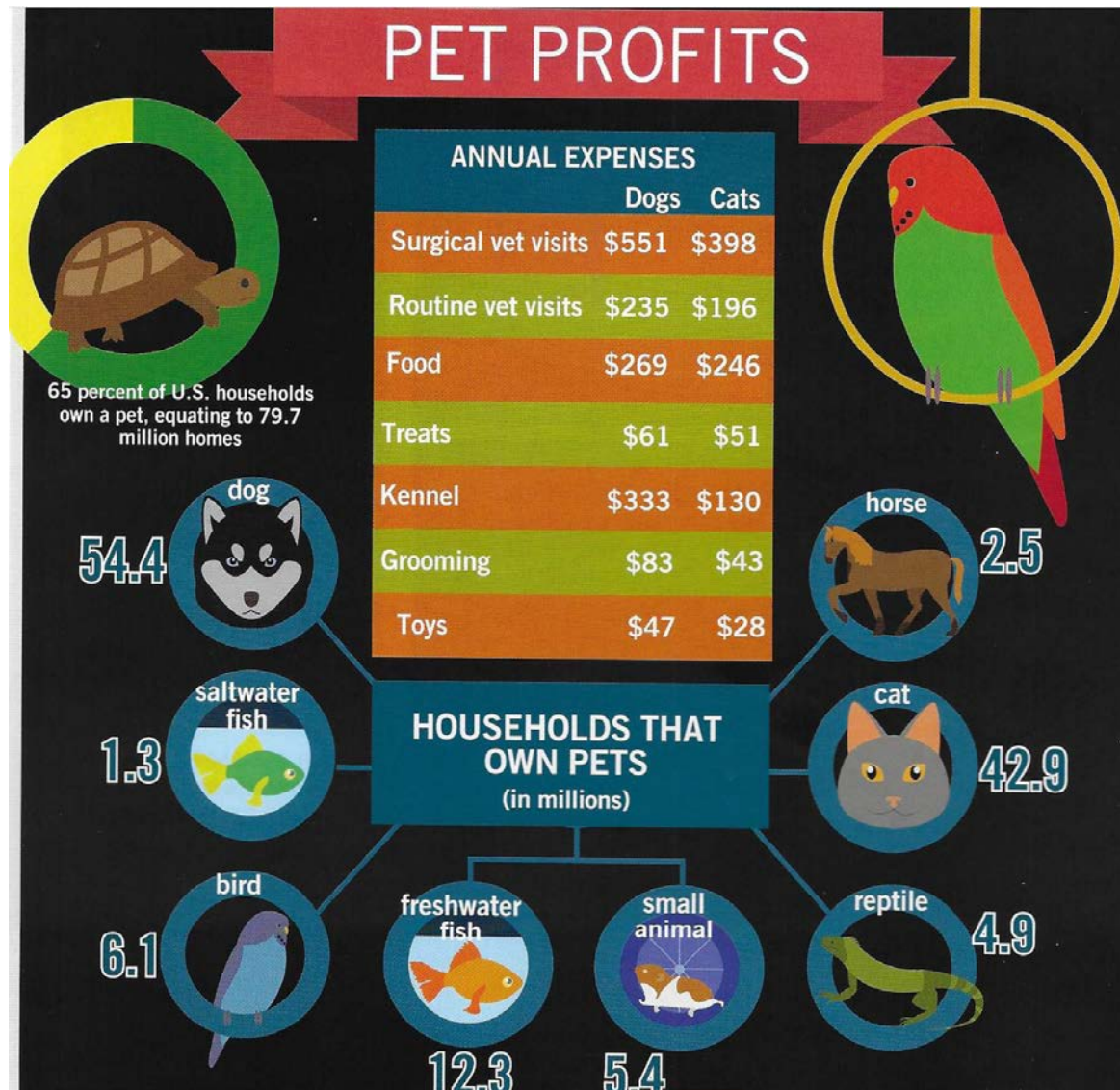
Petsense, LLC



Pet Category Industry Overview



Pet Category Industry Overview



Brand Overview



Petsense is a chain retail outlet store found in outlet malls and rural markets across the country. Our stores specialize in pet supplies and pet services, but does not sell dogs or cats. The chain was founded by Jim Dougherty in 2005. Jim is no stranger to the pet retail industry, he is also the founder of PetSmart, which he began in 1986.

The first Petsense store opened in October of 2005 in Castle Rock, Colorado. Petsense now operates over 100 locations in 24 states across the U.S.



PetSense is looking for sites that have:

- ✓ Great visibility
- ✓ High traffic counts
- ✓ Trade area populations of 30,000 to 80,000 population
- ✓ Minimum of 6 miles away from competitors
- ✓ Center near anchors such as Wal-Mart, Target, Lowe's, Home Depot, or Grocery Store
- ✓ They can take between 5,000 and 8,000 square feet, as long as it fits rent budget.
- ✓ \$300,000,000 in annual retail sales collections for municipality [<http://www.census.gov/quickfacts/table/PST045215/00>]

Currently Stores & New Store



ABOUT US

NEWS

SERVICES ▾

PRODUCTS

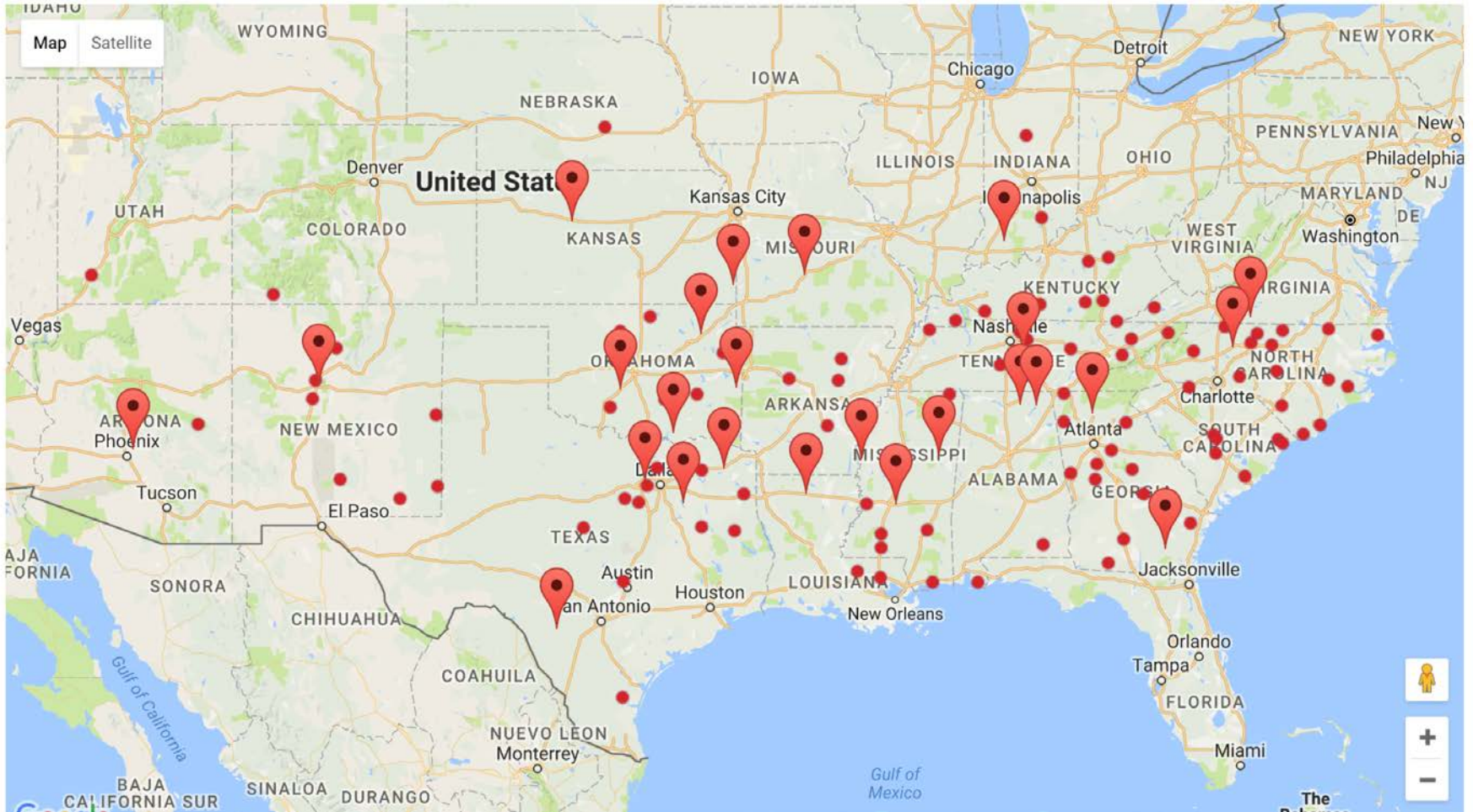
EMPLOYMENT



MY LOCATION

Enter location or postal code...

SEARCH



Q&A



Connect



Key Takeaways

**Research
Isn't the
End**

Research is critical but Real Estate always wins

**Retail
Recruitment is
a Challenge**

Retail Recruitment is Economic Development but it is a commercial Real Estate function. Enlist professionals to assist the community

**Retail
Recruitment is
a Marathon**

Retail Recruitment is not an event. Manage expectations. This process takes time.

**Retailers
are
Expanding**

70% of Retailers will expand this year. Get in the game!

Our Process

Retail Strategies is a full-service consultant firm that develops and implements long term retail commercial real estate strategies for municipalities.

Our process involves a team of experienced experts making connections between the public and private sector in a complex industry. Information, persistence and focus minimizes hurdles, accelerates timelines and increases economic development in a competitive environment.





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