



retail strategies

SUCCESS



TULLAHOMA, TN



Planet Fitness



Retail Recruitment



1 Year 3 Months

The Story

Our team met with a Planet Fitness franchisee about possibly locating in Tullahoma. We introduced him to the market with demographic information and assured him the market was strong. He told us he would've never looked at Tullahoma without us. Despite initial difficulties finding a suitable site, we helped him find a site and he signed a lease within nine month. Planet Fitness will open in April 2017 in a former Hastings space with about 25,000 square feet following the entertainment store's closure of all its stores.



Estimated Economic Impact

\$10,000 - \$40,000

Sales and Use Tax



Estimated Job Creation

13-18 jobs



discover || interpret || connect || grow



retailstrategies.com