



# Brand Retail Store Expansion Analysis in the New York City Metropolitan Area

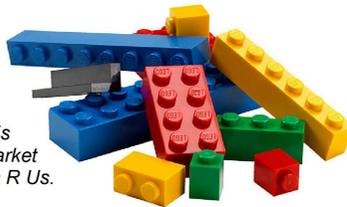
## The Methodology of Locating a New Retail Locations Through Geographic Information Systems



The a market driven economy, expansion of retail locations is crucial for success. The success of each store individually is another matter. Sure everyone wants their favorite brand store close by, but from a business perspective, is that a feasible option? Business leaders must gage a number of predicting variables to esure the success of each location. Variables such as population, existing facilities that sell product, service area or travel time it takes to visit store, average income, population growth rates and target audience percentage are all factors that business leaders must be take into consideration.

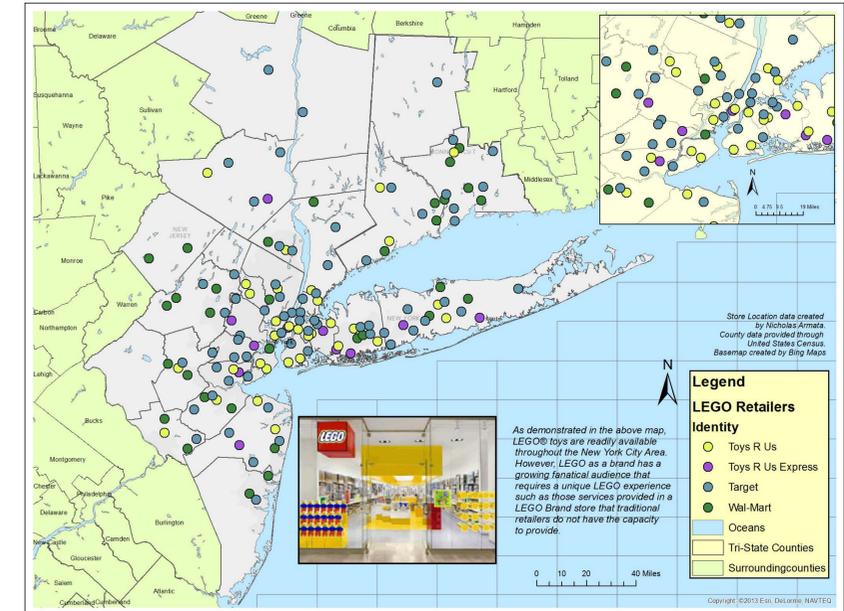
Even with the data collected from spreadsheets and census data making sense of it can be difficult to visualize. Geographic Information Systems (GIS) can assist business leaders in visualizing data and interpret the results for display in meetings and assist in making a business savy decision in expanding retail locations.

In this study we can explore the visualization process that businessleaders can turn their spreadsheet and census data into a visual presentation that can analyze and display data that can be used to make an intelligent decision in expansion. This study will focus on the Danish toy company LEGO, which is recently has expanded its distribution process into the retail market outside of external retailers such as Wal-Mart, Target and Toys R Us.

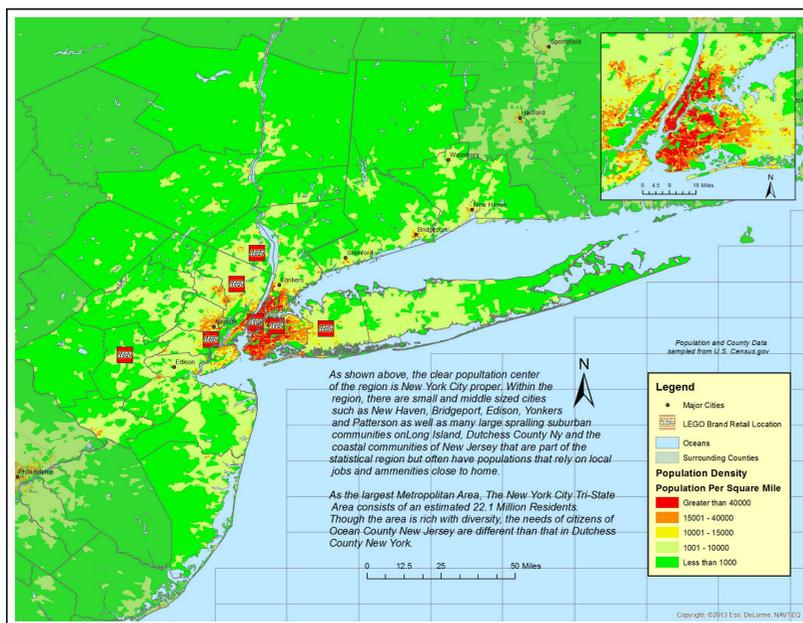


Maps Created By: Nicholas A Armata Westfield State University November 27, 2012

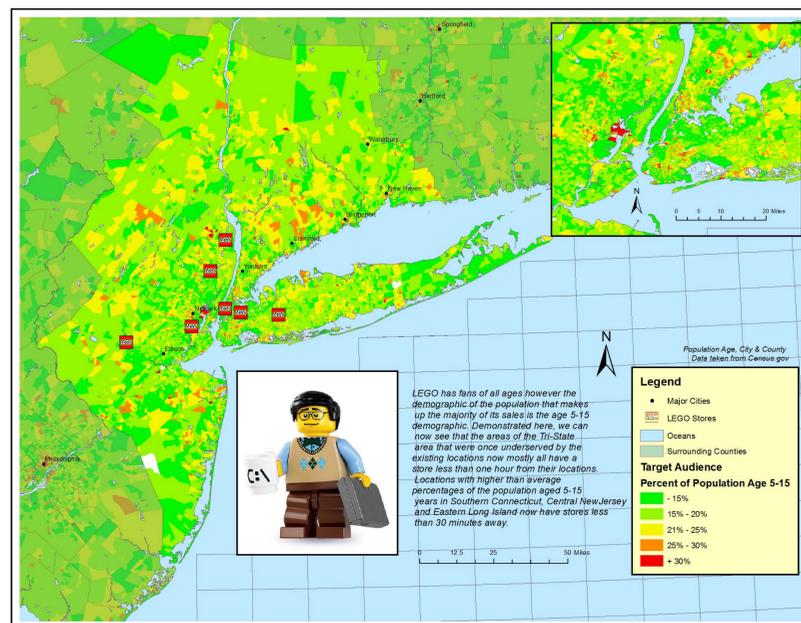
## Various LEGO® Retailers Throughout the Tri-State Area



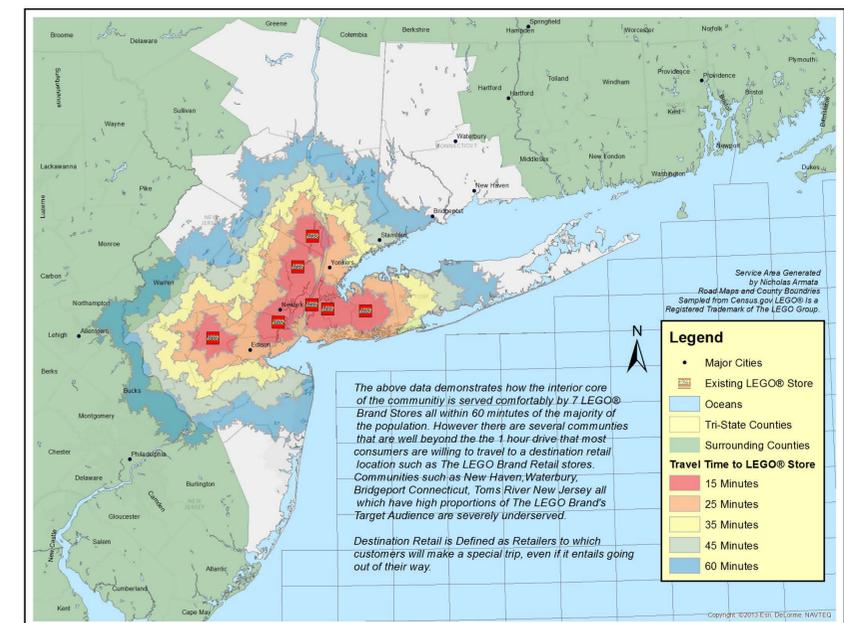
## New York City Metropolitan Area Population Density



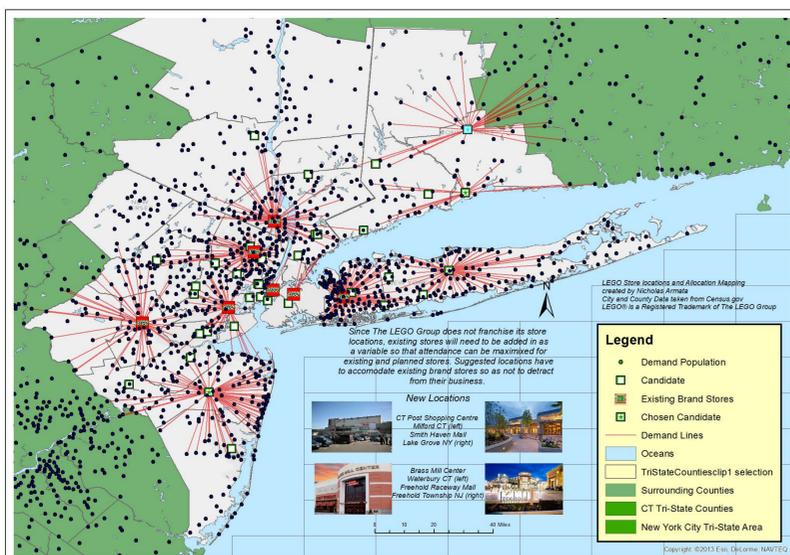
## Proportion of Region's Population Aged 5-17



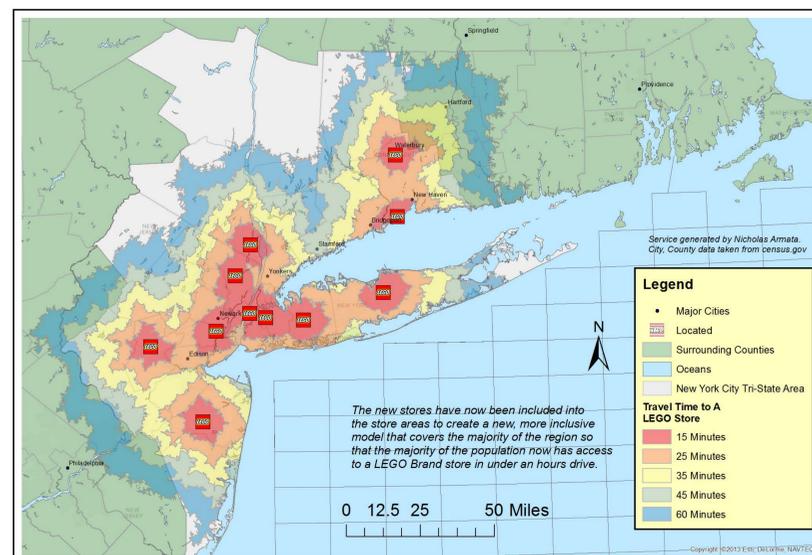
## Service Area for Existing LEGO® Brand Retail Stores



## New LEGO® Brand Store Allocation with Existing Stores



## LEGO® Brand Retail Service Area with Proposed Stores



## New York City Tri-State Area Median Household income Vs. National Average

