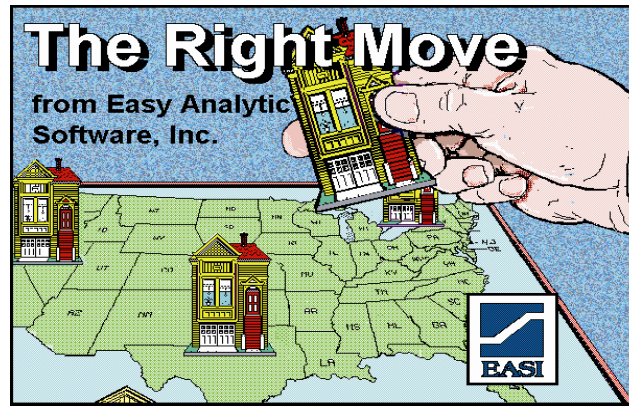


**An Initial Site Assessment- Done Fast –Done Really FAST
For
Madam C’s Exotic Teas (Eugene, OR)**



A Case Study for Madam C’s using The Right Move®

The Old Way

Madam C’s is a chain (fictional) of exotic tea and some coffee that have been developed over the last 5 years in several adjacent markets. Most of the site selection has been in response to a member of operations management seeing a vacant location and then pursuing it. After finding a site they then went back to their offices and did a demographic site study. All of the stores are company owned and the store numbers are limited in the markets they operate in so cannibalization has not been an issue. (Note: EASI offers a Demographics on Demand for those site evaluations that only occasionally need one and **The Right Site®** for the Web for professionals all at www.easidemographics.com.)

Recently, the CEO has come to the conclusion that growth should be managed closer and decisions need to be made faster, so that new locations can generate higher volumes and that the entire system should be reviewed for potential closures, relocations and even fill-in development.

An outside company, **Experts in Expansion** (fictional) has been contracted to do several things. Most important, they are to assess new sites quickly before they are gone. Madam C has lost out on potential sites because they did not evaluate the site quickly enough. Once initial sites are identified **Experts in Expansion** will do all evaluations. Then they do all the market planning, including bank contacts for loans etc. Most important is a demographic validity and a comparison to existing solid performing units.

They also know that Madam C locations require a small footprint location and it is very hard to find. These low rents (low square footages) go quickly when available.

Experts in Expansion wanted to create a basic profile of the Madam Curio’s customer, based on existing successful units and then try to identify other areas that were similar to those geographies that contain successful stores. The initial target new market was

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Eugene, OR. Experts in Expansion in addition to collecting the known customer information for Madam Curio's will collect a series of key demographic data from Easy Analytic Software, Inc., (EASI).

The New Way

They spend the morning driving around Eugene and found 3 interesting locations. They immediately got a quick and valuable demographic study for three sites. The Results from The Right Move® below were done in a 20 minute drive and emailed back to their office. GPS location made it so simply.

Site Study Radius: 0.2 mi	xxx East 19th Ave. Eugene, OR		xxx Willamette St. Eugene, OR		xxx Monroe St. Eugene, OR	
Singles Index (US Avg=100):	129	(B-)	183	(A)	187	(A)
Married Fam. W/Children Indx (US Avg=100):	26	(E)	27	(E)	21	(E)
Older Population Index (US Avg=100):	35	(E)	74	(D)	38	(E)
Above Avg Education Index (US Avg=100):	164	(A)	159	(A)	131	(B)
Expensive Homes Index (US Avg=100):	181	(A)	145	(B)	156	(B)
Population (4/1/2010):	1,792		1,062		831	
Population (1/1/2013):	1,795		1,075		822	
Population (1/1/2018):	1,800	(E-)	1,110	(C-)	830	(E)
Households (4/1/2010):	658	(C-)	533	(A)	393	(A)
Households (1/1/2013):	670	(C-)	537	(A)	392	(A)
Population, Median Age:	22.9	(E-)	31.8	(E)	33.2	(D-)
Families:	187	(E-)	180	(E-)	127	(E-)
Household Income, Total (\$):	39,712,650	(D)	24,746,339	(D)	16,812,300	(D)
Household Income, Median (\$):	24,626	(E-)	29,012	(E)	27,439	(E)
Household Income, Average (\$):	59,273	(D)	46,083	(E)	42,889	(E)
Household Income, Per Capita (\$):	23,504	(D)	23,020	(D)	22,730	(D)
White Population, Alone:	1,563	(B-)	927	(C)	674	(C)
Black Population, Alone:	30	(D)	11	(D)	10	(D)
Asian Population, Alone:	105	(A-)	31	(B-)	7	(D)
Hispanic Population:	83	(C-)	76	(C)	199	(B)
Housing, Units:	697	(D)	566	(A-)	441	(A-)
Housing, Owner Occupied:	186	(E)	178	(D-)	87	(E)
Housing, Renter Occupied:	484	(A)	359	(A)	305	(A)
Housing, Vacant Units:	27	(E)	29	(D)	49	(B)
Employees, Total (by Place of Work):	2,198	(A)	47	(D)	147	(B)

EASI Score: arranges the EASI Rank into a quintile frequency distribution ranging from 'A' (the highest concentration group and top 20%) through 'E' (the lowest concentration group and bottom 20%). '(US Avg=100)' indicates an index value that has a range of 0 (low) to 200 (high). EASI Rank: based on the concentration of the variable with a '1' being the highest rank and the number of areas in a geography being the lowest rank.

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Site Study Radius: 0.2 mi	xxx East 19th Ave.	xxx Willamette St.	xxx Monroe St.
<p>© 2013 Easy Analytic Software, Inc - Easy Analytic Software, Inc. (EASI) is the source of all updated estimates. All other data are derived from the US Census and other official government sources. All estimates are as of 4/1/2010 unless otherwise stated. Easy Analytic Software, Inc. 101 Haag Avenue, Bellmawr, NJ 08031 phone: 856.931.5780 fax: 856.931.4115</p>			

Instantly they knew that their best location was the first store on East 19th.

Evaluation

Store three on Monroe had too few people. Their past analysis indicated a minimum of 1,000 within 1/5 of a mile was a key factor.

Another key factor was the median age – the younger the better. Store on East 19th had a much younger key demographic than the store on Willamette. Education was also a key.

But the most important and BEST factor for Store 1 on 19th Street was the daytime population ((Employees by place of work) – a number that virtually guarantees a successful store. This had always made stores the most successful – people stop by on their lunch hour to buy.

Summary

Madam C and Experts in Expansion now have both a strategic plan and a tactical approach to the Eugene market. Customer profiles in terms of size their demographic age, education and business worker segments have been identified by site with a 30 minute car ride and The Right Move (mobile app).

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