

November 2019



Retail Market Analysis - Update

PROPOSAL FOR:
Saginaw, Texas

PREPARED BY:
Aaron Farmer
President

Scope of Services

Phase 1 Analyzing the Market

We identify your **community's Retail Trade Area** and other important information that retailers consider when analyzing developments. We utilize **mobile location technology** (cellphone density) that analyzes behavioral data collected from mobile devices to determine consumer visits to a development and its immediate surrounding areas.

DELIVERABLES:

- Retail Trade Area Map (RTA) (2019 Update)
- Mobile Location Technology (cellphone density)
*On up to 5 locations in Saginaw
- Demographic Profiles (2019 Update)
 - Includes historical, current, and projected demographics for the custom-defined Retail Trade Area

Phase 2 Determining Retail Opportunities

We identify the best retail opportunities for your community by analyzing demographics and by looking at existing retail gaps. Our team will perform a **Retail Gap Analysis** to help determine what retail opportunities exist .

DELIVERABLES:

- Retail Gap Analysis (RGA), including a summary table showing retail surpluses and leakages
- Retail Market Profile Marketing Piece

Timeline & Pricing



PROJECT TIMELINE

The Retail Coach is available to begin work immediately upon agreement of terms with a project duration of 20 (business) days.

Project Pricing

Work Fees

The total fee for completion of this work is **\$3,500** payable in one installment:

- a) **\$3,500** upon completion.

*Work fees are payable within 30 days of receiving invoice.

Signatures

Aaron Farmer, President, The Retail Coach

City of Saginaw, Texas



PLEASE CONTACT:

Aaron Farmer
President

The Retail Coach
Ph. 662.231.0608
Fx. 662.844.2738

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