



# BARRY'S

***MKT 312: Site Selection***



# Agenda

**1**

**Target Customer Profile**

**2**

**Trading Area Investigation**

**3**

**Determining Location Type**

**4**

**General Location Selection**

**5**

**Specific Site Evaluation**



# Our Team



**Max  
Beebe**



**Isacco  
Mati**



# Target Customer Profile

**Age:** 18-40

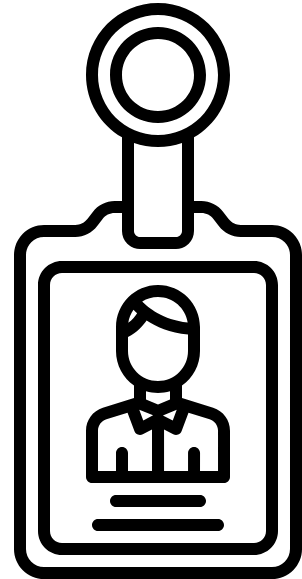
**Income:** Upper-Middle to High Income

**Education:** College Educated or Currently Enrolled

**Lifestyle:** Health Conscious, Routine Oriented,  
Community-Driven, Socially-Connected

## **Psychographics:**

- Willing to pay for results, atmosphere and quality product
- Seeks accountability, structure and brand prestige
- Aspirational and Inclusive Identity

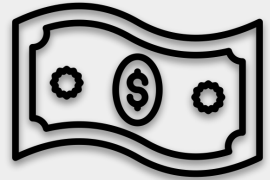




# Where Are These Customers Located?

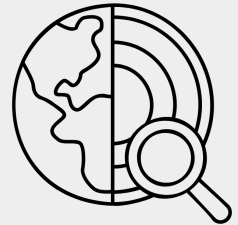
## ASSUMPTIONS

- Live in dense urban or affluent suburban areas
- Young professionals, College students, Dual Degree household



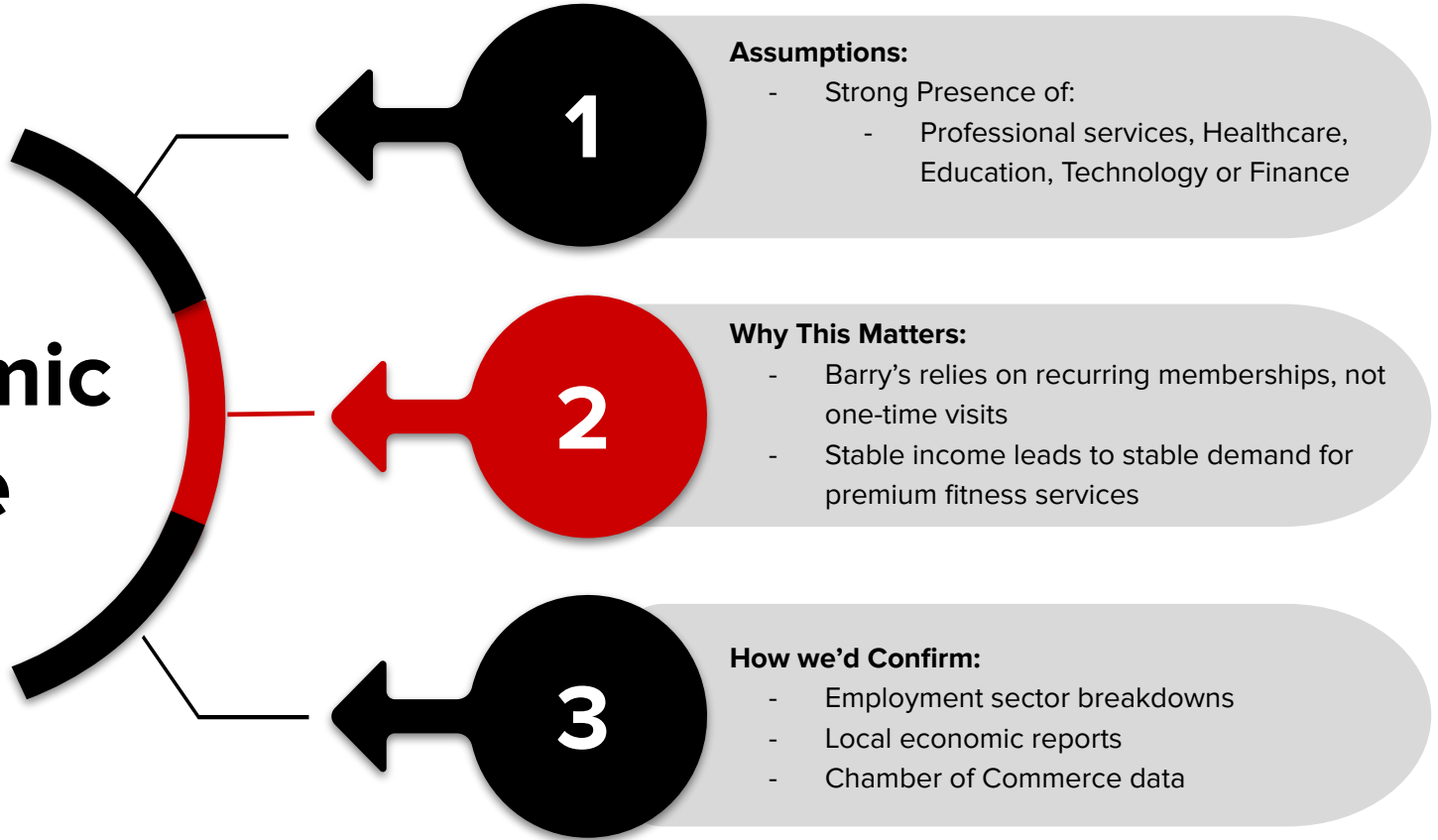
## How'd We Confirm

- University Enrollment data  
Census and American Community Survey  
Zip code income clustering





# Economic Base

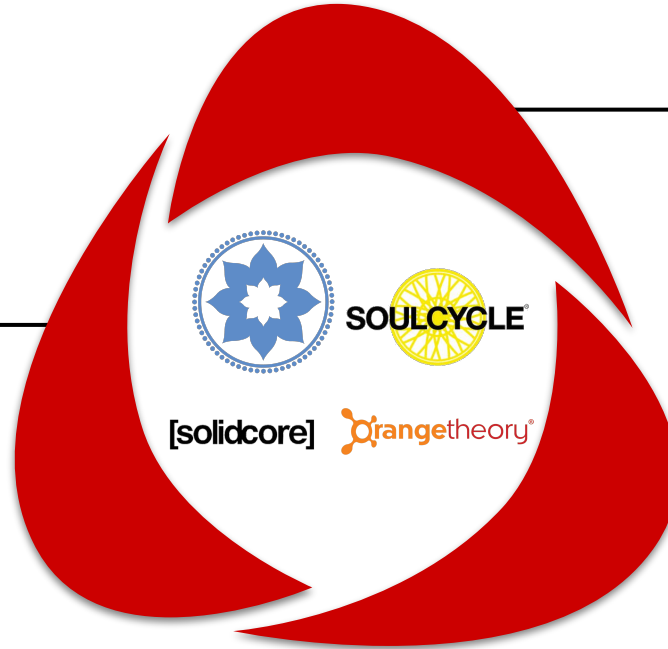




# Competitive Landscape

1

**Assumptions:** The rise of boutique fitness studios (SoulCycle, Corepower, Orangetheory, etc).



2

**Competition** is acceptable as long as **market isn't oversaturated**. Presence indicates sufficient demand.

3

**How We Confirm:** **Mapping** existing fitness competitors. **Evaluating demand** and **pricing of competitors**.



# Defining the Trading Area

## Primary Trading Area

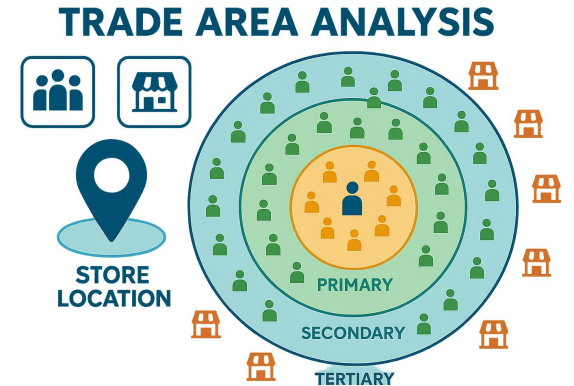
- 0-3 Miles
- Frequent members attending multiple classes per week
- Live or work very close to studio

## Secondary Trading Area

- 3-7 Miles
- Regular but less frequent users
- Will travel for brand loyalty and premium experience

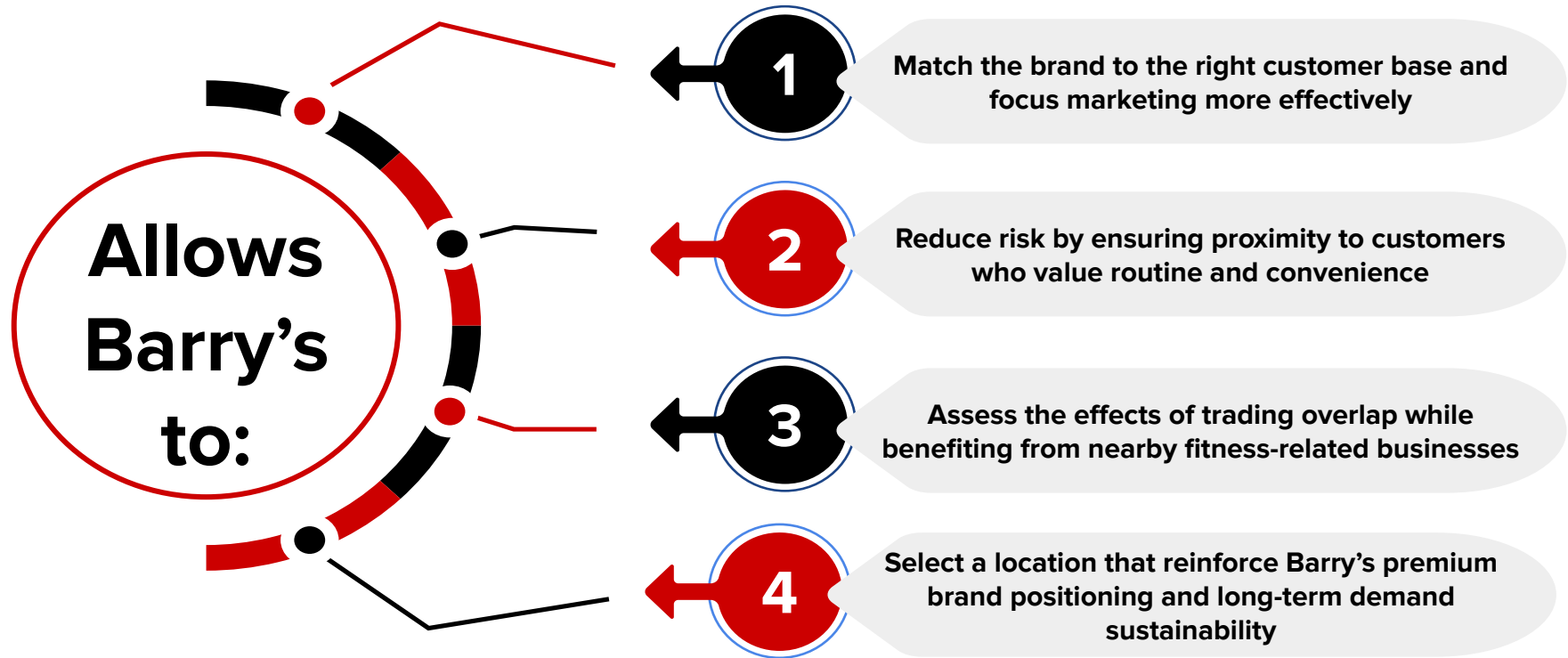
## Tertiary Trading Area

- 7-10+ miles
- Occasional users
- Destination-based visits (weekends, events, travel)





# Benefits of Trading Area Analysis:





# Determining Location Type:

## Location Type:

- Unplanned Business District



## UBD Subtype:

- Central Business District





## Why a Central Business District:

Located within dense, mixed-use areas that combine residential, office, retail, etc

Consistent all-day pedestrian traffic throughout the week

High accessibility through transit, walkability, and short trip distances

Strong concentration of boutique fitness, dining, and lifestyle retail

Supports frequent, routine-based visits



# Advantages:

- 1 High concentration of Target customers
- 2 Walkable, lifestyle-oriented environments
- 3 Synergy with complimentary wellness businesses
- 4 Aligns well with Barry's premium brand image
- 5 High visibility in a dense, walkable retail area





# Disadvantages + Mitigations

## Disadvantages

Higher rent costs

---

Limited parking availability

---

Higher competitive density

## Mitigations/Counters

Premium pricing and consistently full classes cover high rent

---

Target customers rely on walking, transit, or short visits with schedules

---

Strong brand recognition and loyalty makes Barry's stand out and reduces customers switching to competitors



# General Location Selection Criteria



## Target Customer Density

High concentration of 18-40, affluent, health-oriented, residents and young professionals.



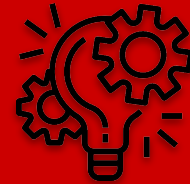
## Accessibility + Convenience

Easy to reach for repeat visits (Walkability, transit, short drive time).



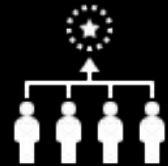
## Alignment with Nearby Retail

Area already supports boutique fitness and premium experiences



## Foot Traffic + Visibility

Consistent pedestrian activity throughout the week.



## Competitive Environment

Presence of boutique fitness indicates demand, but not oversaturation.



# Considered Locations



## Ann Arbor, MI

- Strong student and young professional presence
- Fitness-oriented culture
- Smaller affluent base compared to Chicago suburbs



## Wilmette, IL

- Very high household income
- Stable, established population
- Less density and more car dependence

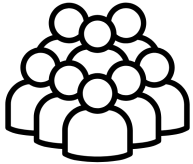


## Evanston, IL

- Affluent and highly educated population
- Strong 18-40 demographic due to Northwestern
- Dense, walkable central business districts



# Population Data



Population

**Ann Arbor, MI**

**122,925**

**Wilmette, IL**

**27,443**

**Evanston, IL**

**76,004**

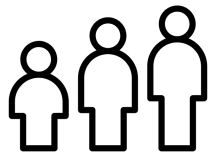


Median Household Income

**\$76,207**

**\$192,300**

**\$97,085**



Age Breakdowns

*Under 20:* **25%**

*20-49:* **49%**

*50-69:* **18%**

*70+:* **9%**

*Under 20:* **31%**

*20-49:* **26%**

*50-69:* **27%**

*70+:* **15%**

*Under 20:* **25%**

*20-49:* **38%**

*50-69:* **23%**

*70+:* **13%**

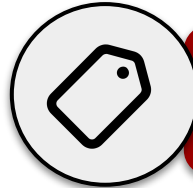
Source: Census Reporter



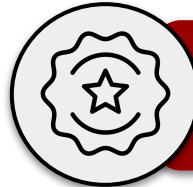
# Location of Choice



Balance of density, affluence and walkability



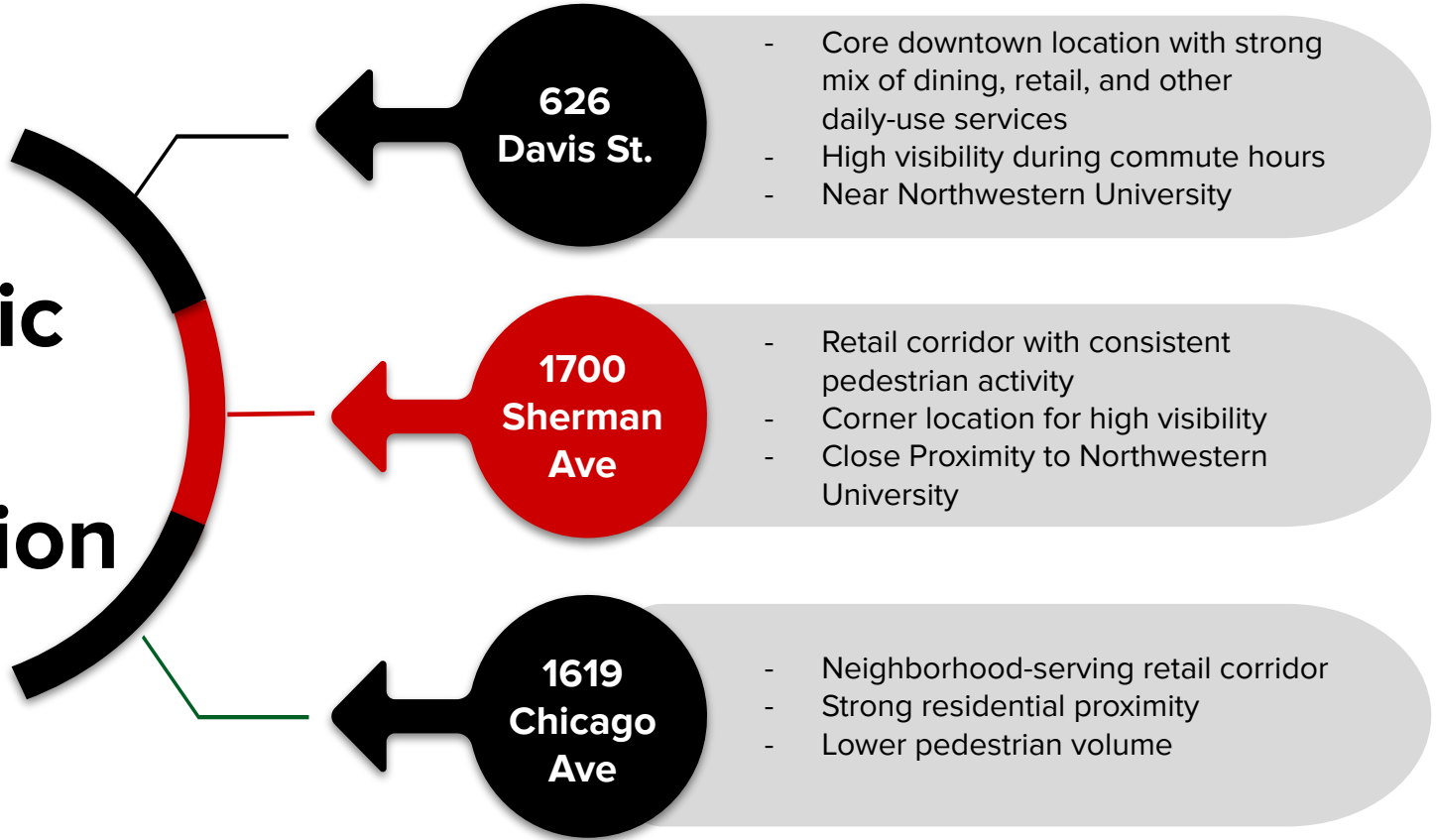
Supports repeat visits due to proximity and transit access



Fits the secondary business model the closest and aligns with Barry's target customer profile



# Specific Site Evaluation



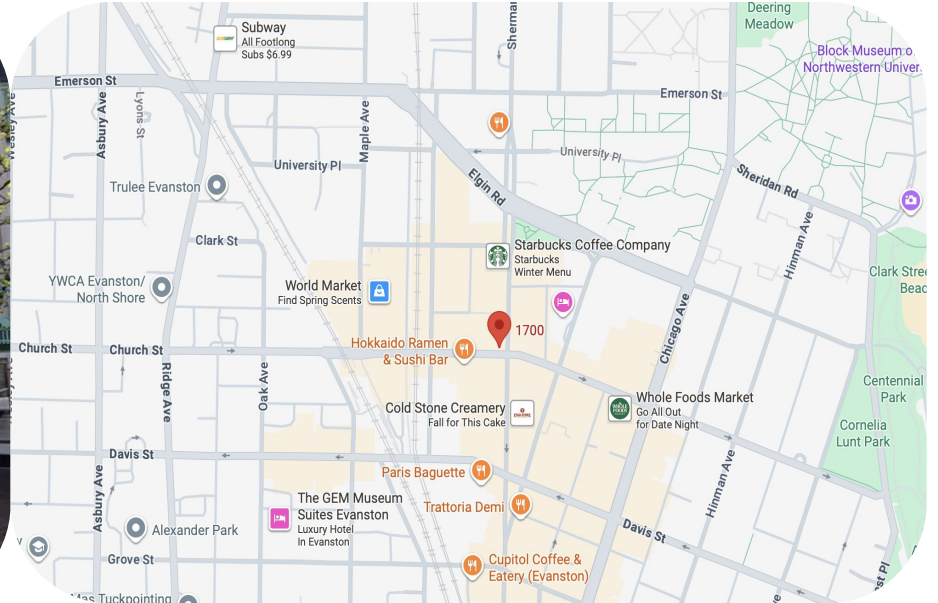


# Evaluation Chart

| Criteria                    | 626 Davis St | 1700 Sherman Ave  | 1619 Chicago Ave    |
|-----------------------------|--------------|-------------------|---------------------|
| Target-Customer Density     | High         | High              | Medium              |
| Accessibility & Convenience | High         | High              | Medium              |
| Retail & Lifestyle fit      | High         | High              | Medium              |
| Foot traffic & Visibility   | High         | Very High (best)  | Low-Medium          |
| Competitive Environment     | High         | High              | Medium              |
| Overall Fit:                | Strong       | Strongest Overall | Adequate but weaker |



# Final Location: 1700 Sherman Ave



A large, empty indoor arena, likely a sports stadium or concert venue, is shown from a low angle looking down a central aisle. The seating is arranged in curved rows on both sides, with black seats and dark, curved backrests. The floor is a dark, polished surface. The ceiling is high and features a series of bright white spotlights in a central line, and numerous red spotlights along the side rails, creating a dramatic red glow. The text "Thank You" is overlaid in the center in a large, white, sans-serif font. The overall atmosphere is one of quiet anticipation or a moment of reflection.

Thank You