



BrandScore Brief

BrandScore Brief, brought to you by TheRetailPlanet.com highlights analysis of specific retail situations throughout the US and the world landscape.

Target enters the San Francisco Market. Did they get it right?

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The Problem: Target recently opened its first store in San Francisco and plans to open several more in 2011. Most of these locations have probably already been selected. This is a pretty savvy real estate site selection team so chances are "they did get it right." But, just for fun we decided to do our own analysis of San Francisco using BrandScore to determine where Target would go if they selected the best combination of:

- Trade Areas where the residents are likely to use the Target Brand
- High Synergy Retail Areas where other retailers will encourage Target customers to visit
- Locations that are active day and night with employees from nearby businesses, shoppers, visitors and other customer groups adding to the mix.
- Competition levels that make sense for Target relative to the supply of customers.

The Answer: The Jury is Still Out. See what you think.

Using BrandScore for Target we did a quick analysis using our Google Maps platform of the San Francisco Market including surrounding cities. Our screening map on the next page shows 25 to 30 hot spots represented by purple and red squares, depending on the size of a typical Target trade area (we must admit that the San Francisco Bay adds a bit of complexity to the problem). Since they are likely to be cherry-picking locations at this point we picked out our own set of five high-potential retail districts* using the logic outlined above but giving special emphasis to residents in the trade area who like the Target brand. Each trade area in our sample has a strong fit with the national/regional user profile for Target.

Intersection	City	Zip	Brand-score *
Properties within ½ mile of Shoreline Way & Almonte Blvd	Mill Valley	94941	212
Properties within ½ mile of Grove Shafter Fwy & Warren Fwy	Oakland	94611	211
Properties within ½ mile of Noriega St & Sunset Blvd	San Francisco	94116	210
Properties within ½ mile of Dublin Blvd & Brannigan St	Dublin	94568	209

* **BrandScore Scale:** 100 is Average, 175+ is Excellent
Retail Districts are 1 square kilometer in size.

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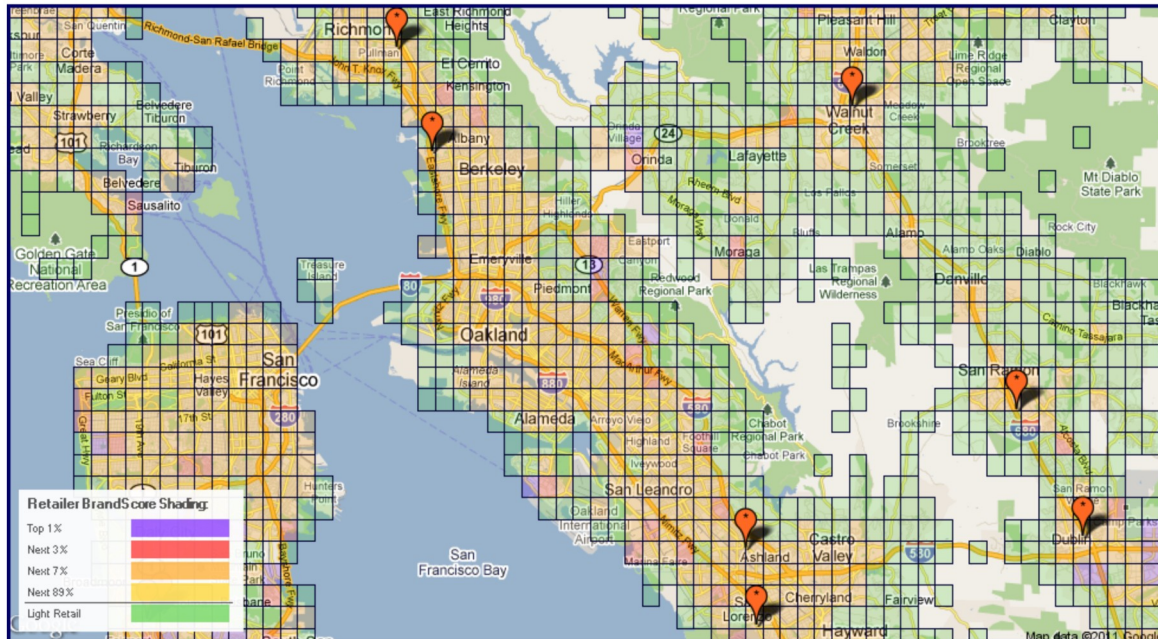


BRANDSCORE Map Screening

The TRP BrandScore measures how well this retail brand is likely to perform in this location assuming that the retail space meets normal requirements for visibility, position and other key site features.

RETAILER BRAND: Target

RETAILER CATEGORY: Supercenters/Wholesale



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For more information on Retailer BrandScore, contact Sales@TheRetailPlanet.com

Were our choices correct? Target knows the answer but the rest of us will have to wait a few months to see the new store locations. For a free large version of this map please contact Marc Sternhagen (marc@theretailplanet.com).

TheRetailPlanet.com offers real time market screening tools for over 3,000 major brands.



For more information on the BrandScore methodology, see www.TheRetailPlanet.com. Also, refer to The BrandScore Book, by Dr. Richard Fenker by requesting a copy through our website. TheRetailPlanet.com, Inc. 369 Montezuma Street #295 Santa Fe, NM 87501 (505) 629 0235. info@theretailplanet.com