University of Washington
Geography 350
Retail location analysis

Use this outline to keep track of the material in this section of the course; it is just an excerpt from the syllabus.

II. Retail location analysis
  A. Regional scale

  B. Market-area analyses
    1. Assume spatial monopoly
      a) *Method 1:* Non-analytic approach
      b) Analytic approaches that assume the size of the relevant market area
        (1) How to make that assumption?
        Method 2: rules of thumb
        Method 3: considering competing locations: Theissen polygons and Reilly's law

        (2) How to select from among the possible market areas?
        (a) Method 4: generally desirable attributes
        (b) *Method 5:* analog methods
          Guesswork
          Discriminant analysis
          Multiple regression
        (c) *Method 6:* Micro-area analysis
          Geodemographic data: clustering
          Geo-lifestyle data
    2. Assume shared market areas: market inter-penetration
      a) *Method 7:* Saturation Index
      b) Determine primary market area
        (1) *Method 8:* Customer spotting
        (2) *Method 9*: Probabilistic market area : the Huff model
        (3) Compare the geodemographic characteristics of the possible market areas
    3. *Method 10:* targeting promotion activity to dispersed markets

  C. Site location
    1. Characterizing site types
    2. Site requirements
    3. Situational constraints