

Computer and Software Stores (NAICS 44321)

This industry comprises establishments primarily engaged in retailing new computers, computer peripherals, and prepackaged computer software without retailing other consumer-type electronic products or office equipment, office furniture and office supplies; or retailing these new products in combination with repair and support services.

Retail Supply

The table below lists all of the stores in this category within the primary trade area. In addition, there are other stores that compete to varying degrees for the sale of similar goods and services, but are classified in other categories.

NAICS	Business Name	Address	Zip Code	Sq Feet	Comments
Competitors in this Store Category:					
	None				
Total Supply - Current Year				0	
Competitors in other Store Categories					
	None				

Retail Demand

Consumer expenditure demand represents the amount of annual spending of residents of the primary trade area in this store category. It was calculated as follows:

Consumer Demand Calculation	
Step 1: Calculate Statewide per Capita Spending	
1997 US Census of Retail Trade Sales for Wisconsin (a)	\$261,211,000
÷ Wisconsin Population 1997	5,164,635
= Estimated Per Capita Spending - 1997	\$50.58
Step 2: Adjust for Differences in Primary Trade Area Per Capita Income	
x Adjustment for Per Capita Income (b)	.909
= Estimated Primary Trade Area Per Capita Spending	\$45.96
Step 3: Calculate Primary Trade Area Store Demand in Dollars	
x Primary Trade Area Population -current year	13,247
= Estimated Consumer Spending Demand (for current year expressed in 1997 dollars)	\$608,840
Step 4: Calculate Primary Trade Area Store Demand in Square Feet	
÷ Estimates Sales per Square Foot (c)	\$336.53
= Estimated Store Demand - Current Year	1,809
Notes:	
(a) Based on US Census of Retail Trade.	
(b) Based on Primary Trade Area Per Capita Income ÷ State Per Capita Income. 2000 CACI estimates.	
(c) Based on 1997 Dollars & Cents of Shopping Centers, Community Shopping Centers, Urban Land Instit.	

Other Market Considerations

Differences in retail space supply and demand need to be analyzed in context of other market factors. The following are additional considerations that add to the analysis of this retail category.

Consideration	Local Analysis
Survey and focus group findings. What have we learned from local research about consumer behavior and perceptions of the business district?	Local survey results did not specifically address this category. However, results indicate consumers are willing to shop for quality, trust their local retailers for big ticket items, and have strong small town values.
Retail Mix in Comparable Communities. How many businesses in the category are located in the downtown areas of comparable communities?	About half of comparable communities have at least 1 computer/radio/music store, with numbers ranging from 1-8. Of the 8 communities with populations of 2000-4500, 4 have stores in this category.
Demand from non-residents. Is there significant market potential from nonresident customer segments such as tourists and commuters?	Minimal demand
Consumer behavior in this retail category. Are purchases driven by convenience or comparison shopping?	Both to a certain extent, but more dependent on convenience.
Quality of existing competitors. Are existing stores in this category providing the merchandise and service local shoppers' demand?	None
Competition from outside the trade area. Do surrounding communities with regional shopping centers and big box stores siphon business in this category out of the trade area?	Large competition from internet sales and major retailers in the Appleton area.
Competition from other types of stores in the primary trade area. Do local discount department stores or supermarkets already fill the niche of more specialized store types?	None, but there is major competition from retailers in the Appleton area.
Lifestyle and purchasing potential information. Does lifestyle segmentation data indicate that local residents are more likely to purchase goods within this store category?	Unsure, probably a 50-50- chance.
Demand from other businesses. Are business to business sales an important consideration?	Yes, if the retailer would prove themselves and offer support services.

Conclusions and Recommendations for (Store Category)	
Supply in Square Feet: 0	Demand in Square Feet: 1,809
Other Considerations: There was a local store, Abalux, that provided computer sales and service and sold software and related peripherals for approximately 5 years until closing in the late 1990's for personal reasons. That store was quite successful, so there is a belief another retail/service store could equal that success.	
Conclusions: There is an opportunity if a strong service component is included. Square footage needs are lower than the recommended store size.	

Analysis of Regional Competition Surrounding the Trade Area

The supply of stores in the region beyond the Brillion trade area describes the competitive market surrounding the subject communities. The following map for this store category shows the approximate location of existing competition within 15-25 miles.

