

Department Stores (NAICS 45211)

This industry comprises establishments known as department and general merchandise stores primarily engaged in retailing a wide range of the following new products with no one merchandise line predominating: apparel, furniture, appliances and home furnishings; and selected additional items, such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelry, toys, and sporting goods. Merchandise lines are normally arranged in separate departments.

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	No competitors
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)	\$5,308,110,000
÷ Wisconsin Population 1997	5,164,635
= Estimated Per Capita Spending - 1997	\$1027.78
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	\$933.97
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)	\$12,372,326
Step 4: Calculate Primary Trade Area Store Demand in Square Feet	
÷ Estimates Sales per Square Foot (c)	142.31
= Estimated Store Demand - Current Year	86,939
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?	Survey results indicate Brillion residents are very interested in having a large department store or general merchandise store located in Brillion.
Retail Mix in Comparable Communities. How many businesses in the category are located in the downtown areas of comparable communities?	Most comparable communities have at least 1 department store, with the exception of Omro, Columbus, and Waterford. Of the 8 communities with populations of 2000-4500, 5 have department stores, Dodgeville claiming 2.
Demand from non-residents. Is there significant market potential from nonresident customer segments such as tourists and commuters?	Yes, there could be significant demand from commuters who work in the Brillion trade area.
Consumer behavior in this retail category. Are purchases driven by convenience or comparison shopping?	Primarily convenience (There's a need to acknowledge the mentality that "you need to leave Brillion to get a deal.")
Quality of existing competitors. Are existing stores in this category providing the merchandise and service local shoppers' demand?	None exist
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?	Competition is extensive. There are two WalMarts (Chilton and Darboy) and several other shopping centers in the Fox Cities.
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?	No
Lifestyle and purchasing potential information. Does lifestyle segmentation data indicate that local residents are more likely to purchase goods within this store category?	The purchasing potential is huge
Demand from other businesses. Are business to business sales an important consideration?	Could potentially be very big, depending on the type of items carried.

Conclusions and Recommendations for (Store Category)	
Supply in Square Feet: 0	Demand in Square Feet: 86,939
Other Considerations: Space availability is an issue. Adequate space is likely not available in Brillion's downtown area. If a department-type store were opened, it would need to be located on the Hwy 10 corridor.	
Conclusions: The potential exists to consider a Big Lots or Family Dollar type of store.	

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.

