

# LSR Mexican Chain Refines Site Model

Case Study



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# The Situation

## LSR Mexican Chain Refines Site Model



A small chain seeks to verify individual store performance based on trade area potential and the current site model – prior to regional rollout.

- ▶ Rank store sales performance-to-potential
- ▶ Identify stores for closure
- ▶ Develop a site model for expansion
- ▶ Customize the model for south and central Texas

# The Actions

## LSR Mexican Chain Refines Site Model



A comprehensive review of key sales performance metrics is conducted for 14 individual stores. The metrics are benchmarked against a set of ideal trade area parameters.

- ▶ Sales performance matrix developed
- ▶ Individual store performance analyzed
- ▶ Store strengths and weaknesses identified
- ▶ Site model re-designed to meet \$1.2MM sales goal

# The Results

## LSR Mexican Chain Refines Site Model



A *Market Development Plan* is provided to “back-fill” the south Texas area. A *Site Selection Model* is developed to optimize expansion opportunities into new region of central Texas.

- ▶ 4 new store locations identified in the existing region
- ▶ 3 new trade areas are identified in new region
- ▶ 4 existing stores recommended for immediate closure
- ▶ 2 existing stores placed on a “watch” list

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