

MTN Retail Advisors
Single Site Combined Analysis, Fall 2017
HARTFORD, CT

TERRY SQUARE (2895 Main St)

SITE #1000 - NWC Main St & Kensington St
Scenario 1 - Hispanic Operator
 Sales Growth Projection
 Store 1000: Hispanic
 Sales Area: 18,000
 Power: 100

First Year Ending	\$128,055	or	\$ 7.11/SF
Second Year Ending	\$133,688	or	\$ 7.43/SF
Third Year Ending	\$138,117	or	\$ 7.67/SF
Fourth Year Ending	\$139,968	or	\$ 7.78/SF
Fifth Year Ending	\$141,887	or	\$ 7.88/SF

SITE #1000.1 - NWC Main St & Kensington St
Scenario 2 - Aldi
 Sales Growth Projection
 Store 1000.1: Aldi
 Sales Area: 10,000
 Power: 100

First Year Ending	\$98,232	or	\$ 9.82/SF
Second Year Ending	\$102,584	or	\$10.26/SF
Third Year Ending	\$106,011	or	\$10.60/SF
Fourth Year Ending	\$107,462	or	\$10.75/SF
Fifth Year Ending	\$108,970	or	\$10.90/SF

SITE #1000.2 - NWC Main St & Kensington St
Scenario 3 - Lidl
 Sales Growth Projection
 Store 1000.2: Lidl
 Sales Area: 20,000
 Power: 100

First Year Ending	\$181,293	or	\$ 9.06/SF
Second Year Ending	\$189,327	or	\$ 9.47/SF
Third Year Ending	\$195,655	or	\$ 9.78/SF
Fourth Year Ending	\$198,337	or	\$ 9.92/SF
Fifth Year Ending	\$201,124	or	\$10.06/SF

SITE #1000.3 - NWC Main St & Kensington St
Scenario 4 - Discount
 Sales Growth Projection
 Store 1000.3: Discount
 Sales Area: 20,000
 Power: 100

First Year Ending	\$223,465	or	\$11.17/SF
Second Year Ending	\$233,354	or	\$11.67/SF
Third Year Ending	\$241,142	or	\$12.06/SF
Fourth Year Ending	\$244,432	or	\$12.22/SF
Fifth Year Ending	\$247,850	or	\$12.39/SF

SITE #1000.4 - NWC Main St & Kensington St
Scenario 5 - Conventional
 Sales Growth Projection
 Store 1000.4: Conventional
 Sales Area: 18,000
 Power: 100

First Year Ending	\$121,878	or	\$ 6.77/SF
Second Year Ending	\$127,415	or	\$ 7.08/SF
Third Year Ending	\$131,820	or	\$ 7.32/SF
Fourth Year Ending	\$133,781	or	\$ 7.43/SF
Fifth Year Ending	\$135,823	or	\$ 7.55/SF

MAIN/ALBANY (1441 Main St)

SITE #1001 - NWC Main St & Albany Ave
Scenario 1 - Hispanic Operator
 Sales Growth Projection
 Store 1001: Hispanic
 Sales Area: 18,000
 Power: 100

First Year Ending	\$174,275	or	\$ 9.68/SF
Second Year Ending	\$182,005	or	\$10.11/SF
Third Year Ending	\$188,101	or	\$10.45/SF
Fourth Year Ending	\$190,697	or	\$10.59/SF
Fifth Year Ending	\$193,386	or	\$10.74/SF

SITE #1001.1 - NWC Main St & Albany Ave
Scenario 2 - Conventional
 Sales Growth Projection
 Store 1001.1: Conventional
 Sales Area: 18,000
 Power: 100

First Year Ending	\$169,686	or	\$ 9.43/SF
Second Year Ending	\$177,750	or	\$ 9.87/SF
Third Year Ending	\$184,274	or	\$10.24/SF
Fourth Year Ending	\$187,422	or	\$10.41/SF
Fifth Year Ending	\$190,700	or	\$10.59/SF

SITE #1001.2 - NWC Main St & Albany Ave
Scenario 3 - Disc-ShopRite (Hypothetical)
 Sales Growth Projection
 Store 1001.2: Disc-ShopRite
 Sales Area: 41,300
 Power: 100

First Year Ending	\$576,612	or	\$13.96/SF
Second Year Ending	\$602,626	or	\$14.59/SF
Third Year Ending	\$623,250	or	\$15.09/SF
Fourth Year Ending	\$632,332	or	\$15.31/SF
Fifth Year Ending	\$641,736	or	\$15.54/SF

SITE #1001.3 - NWC Main St & Albany Ave
Scenario 4 - Aldi
 Sales Growth Projection
 Store 1001.3: Aldi
 Sales Area: 10,000
 Power: 100

First Year Ending	\$124,445	or	\$12.44/SF
Second Year Ending	\$130,107	or	\$13.01/SF
Third Year Ending	\$134,612	or	\$13.46/SF
Fourth Year Ending	\$136,628	or	\$13.66/SF
Fifth Year Ending	\$138,719	or	\$13.87/SF

SITE #1001.4 - NWC Main St & Albany Ave
Scenario 5 - Lidl
 Sales Growth Projection
 Store 1001.4: Lidl
 Sales Area: 20,000
 Power: 100

First Year Ending	\$233,313	or	\$11.67/SF
Second Year Ending	\$243,921	or	\$12.20/SF
Third Year Ending	\$252,359	or	\$12.62/SF
Fourth Year Ending	\$256,128	or	\$12.81/SF
Fifth Year Ending	\$260,039	or	\$13.00/SF

PARK/MAIN (131-135 Main St)

SITE #1002 - NWC Main St & Park St
Scenario 1 - Hispanic Operator
 Sales Growth Projection
 Store 1002: Hispanic
 Sales Area: 18,000
 Power: 100

First Year Ending	\$207,638	or	\$11.54/SF
Second Year Ending	\$216,662	or	\$12.04/SF
Third Year Ending	\$223,715	or	\$12.43/SF
Fourth Year Ending	\$226,616	or	\$12.59/SF
Fifth Year Ending	\$229,590	or	\$12.76/SF

SITE #1002.1 - NWC Main St & Park St
Scenario 2 - Conventional
 Sales Growth Projection
 Store 1002.1: Conventional
 Sales Area: 18,000
 Power: 100

First Year Ending	\$162,610	or	\$ 9.03/SF
Second Year Ending	\$170,184	or	\$ 9.45/SF
Third Year Ending	\$176,268	or	\$ 9.79/SF
Fourth Year Ending	\$179,124	or	\$ 9.95/SF
Fifth Year Ending	\$182,079	or	\$10.12/SF

SITE #1002.2 - NWC Main St & Park St
Scenario 3 - Aldi
 Sales Growth Projection
 Store 1002.2: Aldi
 Sales Area: 10,000
 Power: 100

First Year Ending	\$112,178	or	\$11.22/SF
Second Year Ending	\$117,215	or	\$11.72/SF
Third Year Ending	\$121,201	or	\$12.12/SF
Fourth Year Ending	\$122,951	or	\$12.30/SF
Fifth Year Ending	\$124,754	or	\$12.48/SF

SITE #1002.3 - NWC Main St & Park St
Scenario 4 - Lidl
 Sales Growth Projection
 Store 1002.3: Lidl
 Sales Area: 20,000
 Power: 100

First Year Ending	\$214,677	or	\$10.73/SF
Second Year Ending	\$224,310	or	\$11.22/SF
Third Year Ending	\$231,932	or	\$11.60/SF
Fourth Year Ending	\$235,274	or	\$11.76/SF
Fifth Year Ending	\$238,717	or	\$11.94/SF

SITE #1002.4 - NWC Main St & Park St
Scenario 5 - Discount
 Sales Growth Projection
 Store 1002.4: Discount
 Sales Area: 20,000
 Power: 100

First Year Ending	\$266,106	or	\$13.31/SF
Second Year Ending	\$278,001	or	\$13.90/SF
Third Year Ending	\$287,399	or	\$14.37/SF
Fourth Year Ending	\$291,488	or	\$14.57/SF
Fifth Year Ending	\$295,698	or	\$14.78/SF

Projected Sales shown are weekly. For each site, the five formats selected were considered to be the most optimal relative to location. There are currently 25 grocery stores that generate sales from the underserved supermarket trade area (includes city and suburban stores). The average Sales/Per Square Foot (PSF) is \$12.25, which is slightly above the \$12.00 average of a random sampling of over 20 major US markets. Ideally, new stores should generate sales at or above the market average to ensure sustainability.