

Burlington Sites User Case Study:

Relocating a Brew Your Own Beverage Retail Location

Introduction

Site selection involves choosing the ideal site to do business and is generally focused on access to talent, markets, or capital. Location decisions are major strategic decisions for all businesses. *Burlington Sites* is an easy-to-use site selection tool that allows realtors, business owners, developers, and other stakeholders to easily identify the proper space to do business, assess the local talent pool, locate similar businesses, and access target markets.

This case study is not based on any actual interactions BEDC has had with a small brew your own beverage company. All examples are hypothetical and intended to demonstrate the types of decisions that could face any small business owner in Burlington.

Overview

Michael owns a small brew your own beverage retail location in Burlington. Recently, a retail unit went up for lease near his house. The retail unit is located at 4900 Palladium Way Unit 101. Michael is very interested in relocating his existing business to this space as it is closer to his home. Michael also feels the neighbourhood has strong growth potential based on his experiences living nearby. However, before he decides to lease this space, Michael needs reliable data to ensure his perception of growth potential is accurate, and that there is indeed a sufficient customer base to support this new location.

Problem

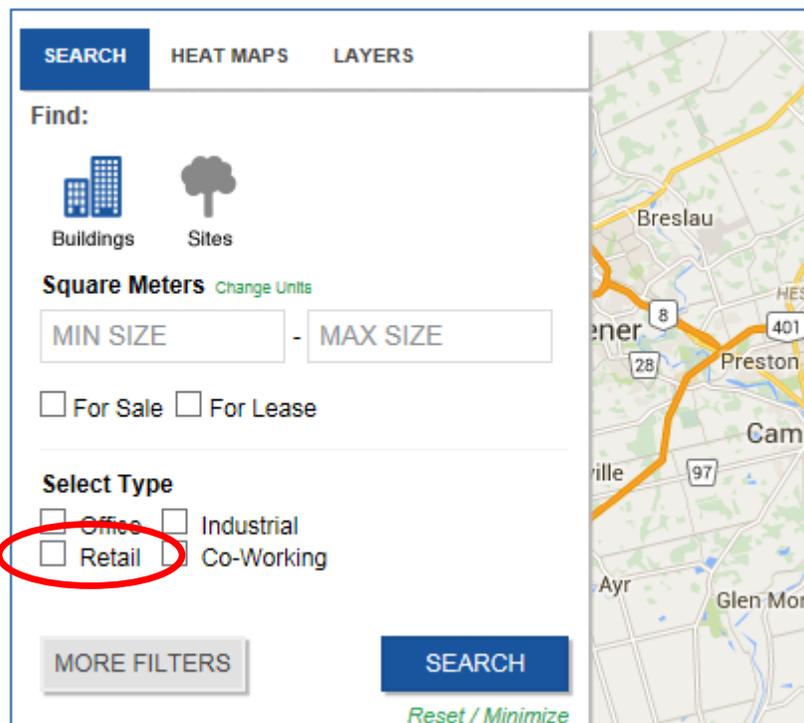
In order to determine if this location is a good relocation space, Michael must ensure that there is a sufficient customer base to support his business. He has developed the following decision-making criteria:

1. **Market Demand.** The cumulative population within a 2km radius spends a total of over \$500,000 CAD annually at preexisting brew your own beverage businesses.
2. **Population.** There is a preexisting population of over 5,000 people within a 2 km radius of this location.
3. **Demographic.** Over 40% of the local population is in 25-49 age range.
4. **Affluence.** The average household income within a 2 km radius is greater than \$60,000 CAD annually.

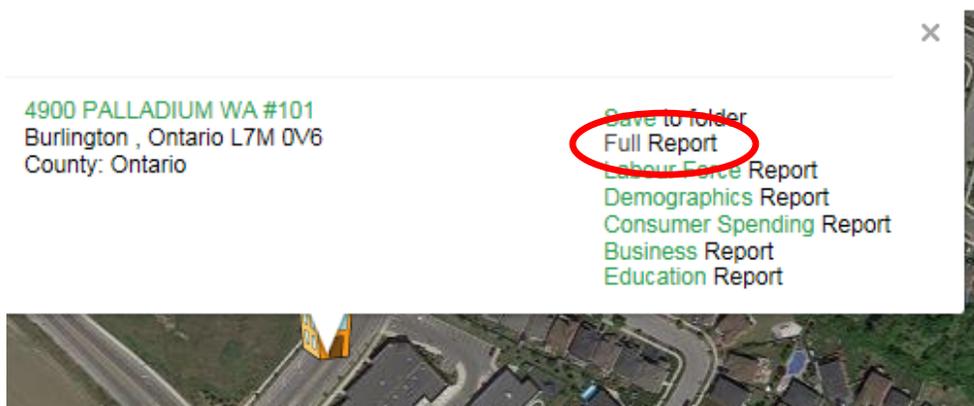
Solution

Using *Burlington Sites*, Michael can easily determine if his necessary criteria is met. To do this, he will take the following steps to locate the supporting data:

1. Go to the *Burlington Sites* page on the Burlington Economic Development Corporation's (BEDC) website.
2. Select "Retail" on the search function to look for retail units.



3. Select "More Filters" and type in the address.
4. Click on the unit and select "Full Report".



4900 PALLADIUM WA #101
Burlington , Ontario L7M 0V6
County: Ontario

- Save to folder
- Full Report**
- Labour Force Report
- Demographics Report
- Consumer Spending Report
- Business Report
- Education Report

5. Scroll to the bottom of the page and select the “Consumer Spending” tab.

4900 PALLADIUM WA #101 - BURLINGTON , ON L7M 0V6



- a. Assess whether there is a sufficient amount of spending in the “self made alcoholic beverages” category.

6. Now select the “Demographics” tab.

4900 PALLADIUM WA #101 - BURLINGTON , ON L7M 0V6



- a. Assess whether the income is high enough in the area to warrant an expansion.
- b. Assess whether the demographics are in the specified range.
- c. Determine if the average income for the area is high enough to warrant expansion.

Conclusion

By using *Burlington Sites*, Michael was able to determine that this area would be ideal for his business. The area meets all of his criteria and he is confident that relocating to this location would be a smart business decision. Michael looks forward to contacting BEDC to discuss how they can support him in the next stage of the relocation process.

Contact us at BEDC@burlington.ca or (905) 332-9415