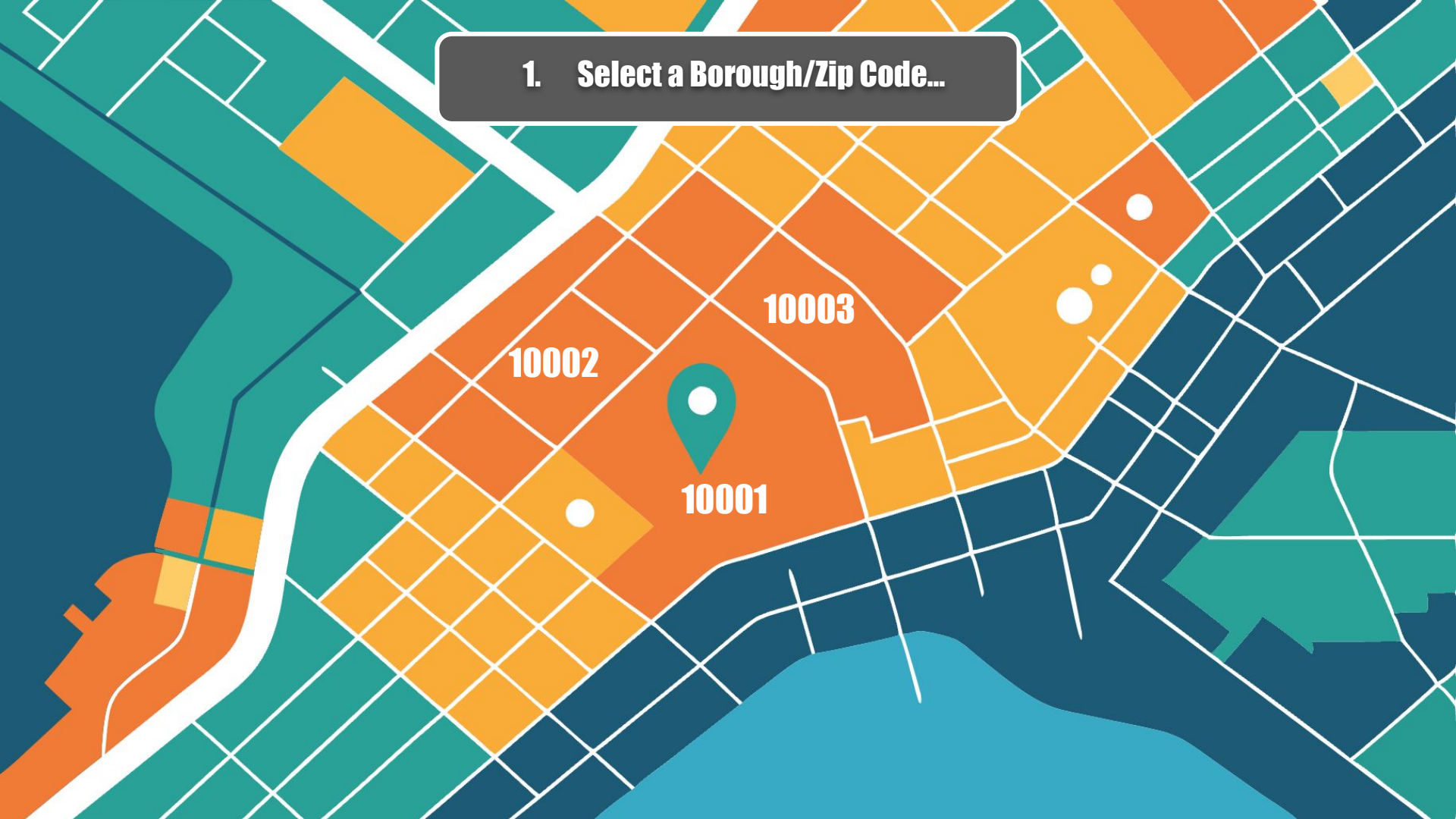


A stylized, colorful map of a city, likely New York City, showing various colored blocks and a river. The map is composed of many small, irregular polygons in shades of blue, orange, yellow, red, and green, representing different city blocks or neighborhoods. A prominent river, possibly the Hudson River, flows through the upper left portion of the map. A dark blue, rounded rectangular box is centered over the map, containing white text.

**Welcome! Let's find you the best
marketing strategies for your store...**



1. Select a Borough/Zip Code...



10001 (Queens)

- Culturally diverse neighborhood
- Tourist Attraction
- More spacious and affordable locations
- Event Hosting Potential

Suggested Store Type:

Targeting Destination Revenue

Rate this Area!



Avg Rate: 4.16



10002 (Midtown)

- Densely populated with both office workers and residents
- A fast-paced lifestyle
- A well-established delivery infrastructure

Suggested Store Type:

Targeting Delivery Revenue

Rate this Area!



Avg Rate: 4.02



10003 (Brooklyn)

- Vibrant Street Life
- High foot traffic Areas
- A strong local community

Suggested Store Type:

Targeting Impulse Revenue

Rate this Area!



Avg Rate: 3.50



3. Select store type based on your targeting revenue types...

Type A Store
Delivery Revenue



Type B Store
Impulse Revenue



Type C Store
Destination Revenue



Time to stay in the store (short-long)



Accessibility/Visibility for Pedestrian (Easy-Hard)



Store Rent/ Costs (Low-High)



Proximity to Customers (Far-Close)



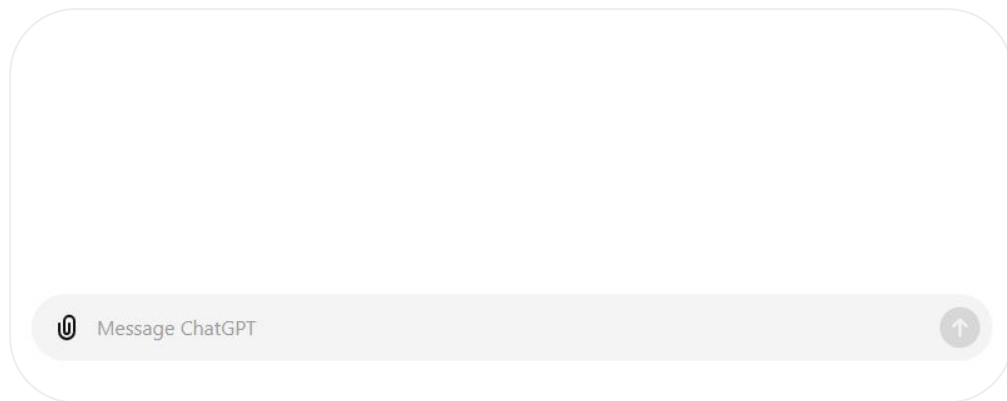
Proximity to Competitors (Far-Close)



If you are mostly targeting on the Delivery Revenue...

A boba store primarily targeting delivery revenue in New York City is more likely to be a franchised store due to the operational efficiencies, brand recognition, and established delivery networks associated with franchises.

Get AI generated marketing strategies with suggested prompts:

A screenshot of a chat interface with a large, empty text input area at the top. Below the input area is a light gray bar containing a speech bubble icon on the left, the text "Message ChatGPT" in the center, and an upward-pointing arrow icon on the right.

Suggested prompts:

Highlight Franchise Trust

Use Brand-Specific Promotions

SEO and Online Ads

Social Media Campaigns





**Click here to get AI
generated Store Design!**

If you are mostly targeting on the Impulse Revenue...

A boba store primarily targeting impulse revenue in New York City is more likely to be an independent store due to the flexibility in customization, local appeal, and unique marketing strategies that cater to spontaneous purchasing behaviors.

Get AI generated marketing strategies with suggested prompts:

 Message ChatGPT 

Suggested prompts:

Local Appealing Services

In-Store Promotions

Community Boards and Flyers

User-Generated Content




**Click here to get AI
generated Store Design!**

If you are mostly targeting on the Destination Revenue...

A boba store primarily targeting destination revenue in New York City is likely to be a specialty store due to its emphasis on unique experiences, high-quality offerings, and a strong brand identity that attracts customers from outside the immediate area.

Get AI generated marketing strategies with suggested prompts:

 Message ChatGPT

Suggested prompts:

Atmospheric and Thematic Design

Exclusive Menu Items

Customer Testimonials

Content Marketing

Influencer Partnerships



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generated Store Design!**

AI generated Store Design

